

COMPARISON OF SERVICE QUALITY BETWEEN RSI SITI AISYAH AND RSUD KOTA MADIUN IN MADIUN

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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 of 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. 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

INTRODUCTION

Almost every day there are patients who need medical treatment by physician regarding of their illness. Hospital as one of medical facilities existed, plays an important role to treat the patients who come to it. There are not only patients from the city where the hospital is located, but also they who come from the neighboring area who ask for medical treatment in certain hospitals. However, people may be faced with choice on which hospital they want to be treated in.

As regulated in UURI No. 44 of 2009 concerning Hospital Chapter 3 Section 4, 'hospital has the task of providing personal health service in complete'. Based on the content of the law mentioned before, hospital regardless of the type needs a complete medical treatment toward its patients. However, only provide medical treatment towards the patient may not be enough. Hospital also needs to

be able to meet its customers/patients satisfaction through its service quality. Hospital, both public and private, should understand what the patient need regarding of the service quality so that it can effectively perform its service toward the patients (O’Callaghan and Camilleri, 1998).

East Java as seen in table 1.1 is one of the provinces in Indonesia which has high real GDP value. East Java has been belonged in the top 5 of the highest GDP from 2010 until 2012 (<http://jatim.bps.go.id/index.php?hal=subject&id=10>; retrieved 3 May 2014). The real GDP growth rates in those three years simultaneously are 6.68% (2010), 7.22% (2011), and 7.27% (2012).

Table 1
Top 5 Real GDP with Base Year of 2000 According to Province, 2010-2012 (Billion Rupiahs)

Provinsi	2010	2011*)	2012**)
DKI Jakarta	395,622	422,237	449,821
Jawa Timur	342,281	366,983	393,666
Jawa Barat	322,224	343,111	364,405
Jawa Tengah	186,993	198,270	210,848
Sumatera Utara	118,719	126,588	134,464

Notes:

*) Temporary Number

***) Very Temporary Number

Source:

http://www.bps.go.id/tab_sub/view.php?kat=2&tabel=1&daftar=1&id_subyek=52¬ab=2;
retrieved 2 May 2014

Madiun is a city in western part of East Java which is one of the cities in the province that contribute a great deal to the economy of East Java. As seen in figure 1.1 three years economic growth of Madiun are 6.93% (2010), 7.18% (2011), and 7.79 (2012). Vice Governor of East Java, Saifullah Yusuf, in Antara News (2011) said “*Kota Madiun merupakan salah satu wilayah pusat pertumbuhan ekonomi di Provinsi Jawa Timur. Oleh karena itu, apapun yang terjadi di Kota Madiun akan berpengaruh pada daerah sekitarnya.*” It means that Madiun has become the economic center of western of East Java.

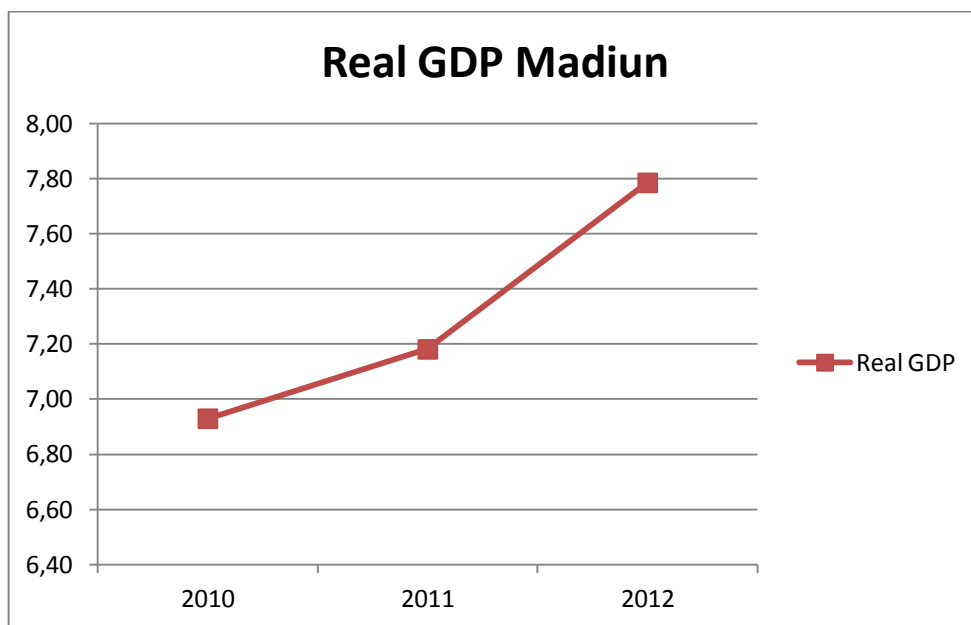


Figure 1

Real GDP Growth rate Madiun with Base Year of 2000, 2010-2012

(Source: madiunkota.bps.go.id and investasi.madiunkota.go.id; retrieved 3 May 2014)

Economic growth and health are closely linked together. Improvement in health of means there will be more labor and more productivity which will result on increase of per capita income (Mearson, H. M., Robert E. Black, Anne J. Mills., 2012). Therefore, it is necessary for Madiun as one of the fastest growing economy in East Java to provide adequate healthcare services.

SERVQUAL by Parasuraman *et al.* (1988) originally constructed in 4 non-health-care firms which are a bank, a credit-card company, a firm offering appliance repair and maintenance services. However, several researches have been conducted in adapting SERVQUAL in hospital services. Babakus and Mangold (1992) concluded that SERVQUAL as an instrument to measure service quality is reliable and valid for measuring service quality in hospital environment. Instruments of SERVQUAL within the research were modified based on the relevancy of the questions to hospital services and on the ability of patients to respond to the questions without experiencing confusion or undue frustration resulted in 15 pairs of matching expectation/perception items. Similar conclusion was also achieved by Wong (2002), who said “the use of SERVQUAL is recommended if knowledge of the pattern of expectation trends is of importance

in managerial making decision". It means that in order to understand what patients' expect when they come to the hospital, managerial can use SERVQUAL as guideline to put their best effort in maximizing the quality of services. Wong (2002) used abbreviated version of SERVQUAL which numbers were reduced down to 12 pairs of items.

Irfan and Ijaz (2011) stated that service quality and patients' satisfaction is the main attention of hospital in formulating strategic planning process of the hospital. Improving service quality may increase the profitability of the system, as customers satisfaction is highly related with profitability (Suki and Lian, 2011). As health care services involve high risk nature of services and lack of expertise of the consumers, a better understanding of how consumers evaluate the services of health care will help administrators and service providers in improving their health care delivery system (Taner and Anthony, 2006).

Irfan and Ijaz (2011) identified 5 dimensions of SERVQUAL in order to understand service quality within a hospital. Five dimension of SERVQUAL which are represented by 22 instruments of service quality used are constructed as empathy (4 items), tangibles (6 items), assurance (6 items), timeliness (3 items) and responsiveness (3 items).

There are several studies that have performed research regarding the differences of service quality between public hospital and private hospital. Camilleri and O'Callaghan (1998) found that private hospitals in Malta provided superior quality compared to public hospitals, especially in term of "hotel" service product. Taner and Anthony (2006) also found the difference of perception of service quality between private hospitals and public hospital in Turkey. Public hospitals in Turkey had the highest rate of dissatisfaction with the service provided and private hospitals the lowest. Further, Irfan and Ijaz (2011) found that private hospitals in Pakistan provide better service quality compared to public hospitals. Private hospitals which depend highly on the patients to meet its financial constraints and gain profitability, have to make better effort to provide maximum health care facilities to the patients.

In connection with previous researches that have been conducted about comparison of service quality between private hospitals and public hospitals. The fact that RSI Siti Aisyah Madiun as private hospital which has financial constraint that has to be met and RSUD Kota Madiun as public hospital which has financial support from local government surely will create differences in conducting its healthcare services so the hypothesis estimated is “There are significant differences of service quality perception of patients between public hospital and private hospital.”

METHODOLOGY

This research is categorized as conclusive descriptive research because there will be clear and immediate result of the research which can directly provide information and application. The study used is comparative study to understand the difference of service quality of RSI Siti Aisyah and RSUD Kota Madiun.

Variable to be used in this research is service quality. Service quality is consumer’s judgment about RSI Siti Aisyah Madiun and RSUD Kota Madiun’s overall excellence or superiority. There are five dimensions in service quality; these five dimensions are tangibles, timeliness, responsiveness, assurance, and empathy.

Empathy is perception of customers of RSI Siti Aisyah Madiun and RSUD Kota Madiun about the individual concern of doctors, staff, nurses and the management for patients in order to provide comfort to patient. The dimensional measurements based on respondents’ perceptions of: (a) doctors have genuine concern about patients, (b) doctor care their patients, (c) staff care the patient, and (d) RSI Siti Aisyah Madiun and RSUD Kota Madiun put their best efforts to provide comfort to patients.

Tangibles are the perception of customers of RSI Siti Aisyah Madiun and RSUD Kota Madiun about the physical appearance on facility, equipment, personnel, and communication materials of the hospitals. The dimensional measurements based on respondents’ perceptions of: (a) hygienic condition at RSI Siti Aisyah Madiun and RSUD Kota Madiun, (b) waiting facilities for attendants

and patients, (c) healthy environment at RSI Siti Aisyah Madiun and RSUD Kota Madiun, (d) cleanliness of toilets/bathroom, (e) cleanliness in wards/rooms, (f) lab facilities within the RSI Siti Aisyah Madiun and RSUD Kota Madiun, and (g) pharmacy within the RSI Siti Aisyah Madiun and RSUD Kota Madiun.

Assurance is the perception of customers of RSI Siti Aisyah Madiun and RSUD Kota Madiun about the knowledge and courtesy of employees and their ability to convey trust and confidence. The dimensional measurements based on respondents' perceptions of: (a) doctor's expertise and skills, (b) thorough investigations of the patient, (c) doctors make right diagnoses, (d) doctors go for expert opinion in critical cases, (e) accuracy in lab report, and (f) special attention to emergency patient.

Timeliness is the perception of customers of RSI Siti Aisyah Madiun and RSUD Kota Madiun about the degree to which the care is provided to the patient at the most beneficial or necessary time. The dimensional measurements based on respondents' perceptions of: (a) patients are observed according to appointment, (b) in time delivery of reports/services, and (c) doctors observe the promised time.

Responsiveness is the perception of customers of RSI Siti Aisyah Madiun and RSUD Kota Madiun about the willingness to help customers and provide prompt service. The dimensional measurements based on respondents' perceptions of: (a) doctors efficiently respond to the patients, (b) staffs are willing to help the patients, and (c) feedback mechanism.

The sources of the data obtained in this research are primary data source which gained from research instrument such as questionnaires to collect data regarding of the service quality in RSI Siti Aisyah Madiun and RSUD Kota Madiun.

The target population used in this research is the patients of RSI Siti Aisyah Madiun and RSUD Kota Madiun. The characteristic of the respondents were have had undergone inpatient care at least once within the last 2 years in both RSI Siti Aisyah Madiun and RSUD Kota Madiun. Respondents also had minimum education level until high school.

Sampling technique used is non-probability sampling of quota sampling, which characteristic of patients have been decided. Sample sizes being inspected are 100 patients with the proportion of 50 patients of RSI Siti Aisyah Madiun and 50 patients of RSUD Kota Madiun.

In this study, a 5 point Likert-type scale is used. Respondents are asked to judge the service quality of RSI Siti Aisyah Madiun and RSUD Kota Madiun based on scale which anchored by "strongly disagree" to "strongly agree".

For further analysis, questionnaires have to be considered valid and reliable. Therefore, before further data processing, validity test and reliability test have to be performed. IBM SPSS Statistic 22 was used in performing validity and reliability test.

Dependent t-test was used to calculate the significance differences of service quality between RSI Siti Aisyah Madiun and RSUD Kota Madiun. Degree of significance (α) used in this test is 0.05.

Hypothesis:

$H_0: \mu_1 - \mu_2 = 0$, There are no differences between service quality in RSI Siti Aisyah Madiun and RSUD Kota Madiun.

$H_1: |\mu_1 - \mu_2| > 0$, There are significant differences between service quality in RSI Siti Aisyah Madiun and RSUD Kota Madiun.

T-test for statistic test was conducted using paired-samples t-test in IBM SPSS Statistics version 22.

Hypothesis test criteria:

If $p \leq \alpha$, then reject H_0

RESULT AND DISCUSSION

Validity and reliability test were conducted using IBM SPSS Statistic 22. Thirty questionnaires which had been distributed earlier were used for the test. Five point of *Likert* scale ranging from 1= strongly disagree to 5= strongly agree are used in the measurement.

Table 2
Validity Test of RSI Siti Aisyah Madiun and RSUD Kota Madiun

No	Statement	RSI		RSUD	
		Total Correlation	Sig.	Total Correlation	Sig.
	Empathy				
1	Doctors have genuine concern about you as a patient	.568**	.001	.593**	.001
2	Doctor care about you as a patient	.767**	.000	.709**	.000
3	Staff care for you as a patient	.580**	.001	.809**	.000
4	Hospitals put their best efforts to provide comfort for you as a patient	.763**	.000	.719**	.000
	Tangible				
5	Hygienic conditions at hospital	.683**	.000	.872**	.000
6	Waiting facilities for attendants and patients	.546**	.002	.541**	.002
7	Healthy environment at hospital	.507**	.004	.859**	.000
8	Cleanliness of toilets/bathroom	.621**	.000	.728**	.000
9	Cleanliness in wards/rooms	.659**	.000	.703**	.000
10	Lab facilities within the hospital	.575**	.000	.586**	.001
11	Pharmacy within the hospital	.599**	.000	.666**	.000
	Assurance				
12	Doctor's expertise and skills	.566**	.001	.952**	.000
13	Thorough investigations for you as a patient	.562**	.001	.868**	.000
14	Doctors make right diagnoses	.623**	.000	.820**	.000
15	Doctors go for expert opinion in critical cases	.734**	.000	.771**	.000
16	Accuracy in lab reports	.462*	.010	.736**	.000
17	Special attention for you in emergency situation	.530**	.003	.672**	.000
	Timeliness				
18	You are observed according to appointment	.819**	.000	.730**	.000
19	In time delivery of reports / services	.672**	.000	.842**	.000
20	Doctors observe the promised time	.764**	.000	.866**	.000
	Responsiveness				
21	Doctors efficiently respond to you	.756**	.000	.826**	.000
22	Staff are willing to help you	.761**	.000	.825**	.000
23	Feedback mechanism	.736**	.000	.826**	.000

Notes:

*. Correlation is significant at the 0.05 level (2-tailed)

** . Correlation is significant at the 0.01 level (2-tailed)

Source: Data processed

Validity test refers to the degree to which the test actually measures what it claims to measure. Validity test was conducted using bivariate analysis in IBM SPSS Statistic 22. The measurement was using *pearson* correlation of 2-tailed significance. The test used the first 30 preliminary questionnaires. Each dimension of service quality of both RSI Siti Aisyah Madiun and RSUD Kota Madiun is calculated in the application.

Empathy is the first indicator to be measured in this study. Based on table 2, correlation of all 4 statements of empathy of RSI Siti Aisyah Madiun and RSUD Kota Madiun are valid for significant at the 0.01 level (2-tailed).

Tangible is the second indicator to be measured in this study. Based on table 2, correlation of all 7 statements of tangible of RSI Siti Aisyah Madiun and RSUD Kota Madiun are valid for significant at the 0.01 level (2-tailed).

Assurance is the third indicator to be measured in this study. Based on table 2, correlation of all 6 statements of assurance of RSI Siti Aisyah Madiun and RSUD Kota Madiun are valid for significant at the 0.01 level (2-tailed) except for accuracy of lab report is valid for significant at the 0.05 level (2-tailed).

Timeliness is the fourth indicator to be measured in this study. Based on table 2, correlation of all 3 statements of timeliness of RSI Siti Aisyah Madiun and RSUD Kota Madiun are valid for significant at the 0.01 level (2-tailed).

Responsiveness is the final indicator to be measured in this study. Based on table 2, correlation of all 3 statements of responsiveness of RSI Siti Aisyah Madiun and RSUD Kota Madiun are valid for significant at the 0.01 level (2-tailed).

Reliability test as seen in table 3 refers to the degree to which a test is consistent and stable in measuring what it is intended to measure. The test was conducted using IBM SPSS Statistic 22. The first 30 questionnaires were used to measure the reliability of the questionnaires. *Cronbach's Alpha* was used to measure the reliability of each dimension of service quality of both RSI Siti Aisyah Madiun and RSUD Kota Madiun. To be reliable, the value of *cronbach's alpha* had to have minimum value at 0.60.

Table 3
The Result of Reliability Test of Research Variables of
RSI Siti Aisyah Madiun

Variable	Cronbach's Alpha	Explanation
Empathy	.600	Reliable
Tangible	.690	Reliable
Assurance	.601	Reliable
Timeliness	.618	Reliable
Responsiveness	.614	Reliable

Source: Data processed

Table 4 shows the frequency distribution of gender of respondents participated in this study that had been processed by IBM SPSS Statistic 22. Out of 50 respondents, 25 participants were male representing 50% of the total sample and the remaining 25 participants or 50% of the total respondents were female.

Table 4
Frequency of Respondents Based on Gender

	Frequency	Percent
male	25	50.0
female	25	50.0
Total	50	100.0

Source: Data Processed

Table 5 shows the frequency distribution of age range of respondents participated in this study that had been processed by IBM SPSS Statistic 22. Out of 50 respondents participated, 29 or 58% of the total respondents are from 20 until 29 years old, 11 or 22% of the total respondents are from 30 until 39 years old, and 10 or 20% of the total respondents are from 40 until 49 years old.

Table 5
Frequency Distribution of Age Range

Age	Frequency	Percent
20-29	29	58.0
30-39	11	22.0
40-49	10	20.0
Total	50	100.0

Source: Data Processed

Table 6
Results of Respondents' Opinion of Service Quality of RSI Siti Aisyah Madiun and RSUD Kota Madiun

No	Statement	RSI		RSUD	
		Mean	SD	Mean	SD
	Empathy				
1	Doctors have genuine concern about you as a patient	4.10	0.74	3.16	0.87
2	Doctor care about you as a patient	4.20	0.61	3.14	0.78
3	Staff care for you as a patient	3.66	0.69	2.62	0.97
4	Hospitals put their best efforts to provide comfort to you	4.12	0.75	2.66	0.98
	Tangible				
5	Hygienic conditions at hospital	4.24	0.77	2.76	1.04
6	Waiting facilities for attendants and patients	3.98	0.82	2.78	1.04
7	Healthy environment at hospital	4.36	0.72	2.90	1.02
8	Cleanliness of toilets/bathroom	4.32	0.65	2.96	0.97
9	Cleanliness in wards/rooms	4.24	0.69	2.82	1.04
10	Lab facilities within the hospital	4.22	0.65	2.90	0.89
11	Pharmacy within the hospital	4.30	0.84	2.90	0.99
	Assurance				
12	Doctor's expertise and skills	3.98	0.62	3.24	0.96
13	Thorough investigations to you	4.10	0.79	2.86	1.05
14	Doctors make right diagnoses	4.04	0.67	3.04	1.07
15	Doctors go for expert opinion in critical cases	4.00	0.70	2.98	0.91
16	Accuracy in lab reports	4.08	0.63	3.00	0.88
17	Special attention to you in emergency situation	4.16	0.84	2.88	0.94
	Timeliness				
18	You are observed according to appointment	3.82	0.77	2.48	0.89
19	In time delivery of reports / services	3.70	0.74	2.54	0.95
20	Doctors observe the promised time	4.08	0.78	2.72	1.09
	Responsiveness				
21	Doctors efficiently respond to you	4.10	0.81	2.68	1.00
22	Staff are willing to help you	3.66	0.82	2.48	0.86
23	Feedback mechanism	3.66	0.80	2.44	0.88

Source: Data processed

Overall, viewed from all 5 dimensions of service quality in table 6, patients of RSI Siti Aisyah Madiun have better perception on service quality provided by the hospital. It can be seen with the fact that all statements in 5 dimensions of service quality of RSI Siti Aisyah Madiun have scored more than 3.00 point. The highest mean in RSI Siti Aisyah Madiun is located at statement

number 7 which is “Healthy environment at hospital” with 4.36 point while the lowest mean are located at statement number 3, 22, and 23 which are “Staff care for you as a patient”, “Staff are willing to help the patients”, and “Feedback mechanism” respectively with 3.66 point.

Meanwhile RSUD Kota Madiun has a lot of variables that still scored below 3.00 point which indicated that patients have low perception on service quality provided by RSUD Kota Madiun. The highest mean is located at statement number 12 which is “Doctor’s expertise and skills” with 3.24 point. As for the statements which have scored less than 3.00 point, there are 18 variables in total. Some of the lowest variables which scored less than 2.50 are statements number 18 “you are observed according to appointment”, statement number 22 “Staff are willing to help you”, and statement number 23 “Feedback mechanism” with scored 2.48, 2,48 and 2.44 respectively.

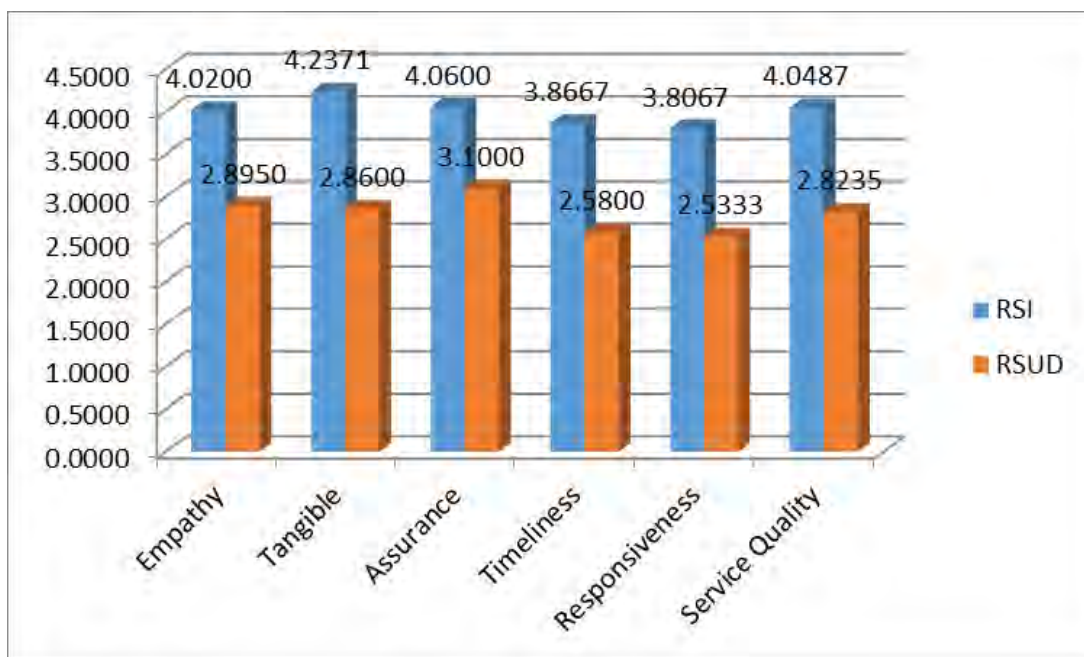


Figure 2
Mean Comparison between RSI Siti Aisyah Madiun and
RSUD Kota Madiun

Source: Data processed

Figure 2 shows the comparison of overall mean of respondents’ perception on empathy, tangible, assurance, timeliness, responsiveness, and overall service quality of both RSI Siti Aisyah Madiun and RSUD Kota Madiun.

Based figure 2 it can be seen RSI Siti Aisyah Madiun had higher mean compared to RSUD Kota Madiun. Total average of RSI Siti Aisyah Madiun is 4.05 point while RSUD Kota Madiun is 2.82 point. This result can identify that service quality within RSI Siti Aisyah Madiun is better than RSUD Kota Madiun.

H₁ testing was conducted using dependent t-test in IBM SPSS Statistic 22 to ease the analysis calculation of comparing mean of service quality of RSI Siti Aisyah Madiun and RSUD Kota Madiun with error as little as possible. Dependent t-test was used to compare the significance difference of 2 groups of the same samples. The significance chosen was at 0.05 point. Rejection of H₀ occurred when P-value is less than 0.05.

Table 7
Dependent t-test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Empathy	RSI - RSUD	1.12500	.62321	.08814	.94789	1.30211	12.764	49	.000
Tangible	RSI - RSUD	1.37714	.63217	.08940	1.19748	1.55680	15.404	49	.000
Assurance	RSI - RSUD	.96000	1.07463	.15198	.65459	1.26541	6.317	49	.000
Timeliness	RSI - RSUD	1.28667	.78826	.11148	1.06264	1.51069	11.542	49	.000
Responsiveness	RSI - RSUD	1.27333	.92995	.13151	1.00904	1.53762	9.682	49	.000
Service Quality	RSI - RSUD	1.22522	.51299	.07255	1.07943	1.37101	16.888	49	.000

Source: Data processed

Firstly, based on table 4.7 the comparison of empathy dimension between RSI Siti Aisyah Madiun and RSUD Kota Madiun show t-value 12.764, df 49 has a significant p-value 0.000. The result indicates that there is significant difference of empathy dimension between RSI Siti Aisyah and RSUD Kota Madiun. Different in mean shows that RSI Siti Aisyah Madiun provides better empathy towards its patients than RSUD Kota Madiun.

Secondly, based on table 4.7 the comparison of tangible dimension between RSI Siti Aisyah Madiun and RSUD Kota Madiun show t-value 15.404, df 49 has a significant p-value 0.000. The result indicates that there is significant

difference of tangible dimension between RSI Siti Aisyah and RSUD Kota Madiun. Different in mean shows that RSI Siti Aisyah Madiun provides better tangible towards its patients than RSUD Kota Madiun.

Thirdly, based on table 4.7 the comparison of assurance dimension between RSI Siti Aisyah Madiun and RSUD Kota Madiun show t-value 6.317, df 49 has a significant p-value 0.000. The result indicates that there is significant difference of assurance dimension between RSI Siti Aisyah and RSUD Kota Madiun. Different in mean shows that RSI Siti Aisyah Madiun provides better assurance towards its patients than RSUD Kota Madiun.

Forthly, based on table 4.7 the comparison of timeliness dimension between RSI Siti Aisyah Madiun and RSUD Kota Madiun show t-value 11.542, df 49 has a significant p-value 0.000. The result indicates that there is significant difference of timeliness dimension between RSI Siti Aisyah and RSUD Kota Madiun. Different in mean shows that RSI Siti Aisyah Madiun provides better timeliness towards its patients than RSUD Kota Madiun.

Fifthly, based on table 4.7 the comparison of responsiveness dimension between RSI Siti Aisyah Madiun and RSUD Kota Madiun show t-value 9.682, df 49 has a significant p-value 0.000. The result indicates that there is significant difference of responsiveness dimension between RSI Siti Aisyah and RSUD Kota Madiun. Different in mean shows that RSI Siti Aisyah Madiun provides better responsiveness towards its patients than RSUD Kota Madiun.

Finally, based on table 4.7 the comparison of overall service quality between RSI Siti Aisyah Madiun and RSUD Kota Madiun show t-value 16.888, df 49 has a significant p-value 0.000. The result indicates that there is significant difference of service quality between RSI Siti Aisyah and RSUD Kota Madiun. Different in mean shows that RSI Siti Aisyah Madiun provides better service quality towards its patients than RSUD Kota Madiun.

Based on the result, it can be concluded that $H_1: |\mu_1 - \mu_2| > 0$, is accepted which is “There are significant differences between service quality in RSI Siti Aisyah Madiun and RSUD Kota Madiun.”

The result of the research conducted in RSI Siti Aisyah Madiun and RSUD Kota Madiun has shown that RSI Siti Aisyah as a private hospital provide better service quality toward their patients. Good service quality which provided by RSI Siti Aisyah Madiun are driven by the constraint that is experienced by the hospital as a private hospital. As a private hospital RSI Siti Aisyah Madiun has to provide the financial needs of the hospital by themselves. Giving best effort to provide the best of service quality within the hospital, RSI Siti Aisyah can meet the patients' demand. From the result of the research, all of the personnel of the hospital including doctors and staff are encouraged to provide care to their patient and attendant, maintaining cleanliness and healthy environment within the hospital.

As for the poor quality of service provided by RSUD Kota Madiun as public hospital are caused by several factors. These factors include government funding and low interest of local government to improve healthcare service quality. As a public hospital RSUD Kota Madiun is not bound by financial constraint that is experienced by private hospital. Government has the obligation to provide health care to their citizen, so RSUD Kota Madiun always receives financial support from the government. Because of the support given by the government, RSUD Kota Madiun lacks the motivation to give their best effort to provide good service quality to the patients.

The result of this hypothesis testing is in accordance with Irfan and Ijaz (2011) in journal titled "Comparison of Service Quality between Private and Public Hospitals: Empirical Evidences from Pakistan" who conclude that private hospital provide better service quality than public hospital. According to the study, the difference of service quality occurred because of the financial constraint faced by private hospitals. In order to meet its constraint hospitals have to give their best effort to provide maximum health care to the patients.

Further support the result of this study, Camilleri and O'Callaghan (1998) in journal titled "Comparing Public and Private Hospital Care Service Quality" found that private hospitals in Malta provided superior quality compared to public hospitals, especially in term of "hotel" service product. Taner and Anthony (2006) also found the difference of perception of service quality between private

hospitals and public hospital in Turkey. Public hospitals in Turkey had the highest rate of dissatisfaction with the service provided and private hospitals the lowest.

CONCLUSION AND RECOMMENDATION

Overall, patients' perception on service quality of RSI Siti Aisyah is good. The best result of service quality is shown in tangible dimension. This result shows that RSI Siti Aisyah Madiun provide best result in providing hygienic condition at hospital, waiting facilities for attendants and patients, healthy environment at hospital, cleanliness of toilet/bathroom, cleanliness in wards/rooms, lab facilities within the hospital, and pharmacy within the hospital. However, although the results have been good, there are few variables that can be improved further such as staff's care toward the patients, staff's willingness to help patients, and feedback mechanism.

RSUD Kota Madiun as a public hospital shows the opposite result with overall patients' perception is still not good. The only dimension which RSUD Kota Madiun is considered good is assurance dimension. This result means that RSUD Kota Madiun is still considered good in assuring doctor's expertise and skills, thorough investigation, doctor's diagnoses, doctor's effort to go for expert opinion in critical cases, accuracy in lab reports, and special attention to patients in emergency situation. The major concerns of RSUD Kota Madiun are timeliness of observation appointment, staff's willingness to help patients, and feedback mechanism.

RSI Siti Aisyah Madiun has shown good results in all 5 dimensions of service quality. Based on this result RSI Siti Aisyah Madiun only needs to maintain the level of service quality that is being provided while still continuously improving service quality.

RSUD Kota Madiun has a lot of improvement to be made as the overall result of patients' perception is not good. Special attention may be focused on timeliness of observation appointment, staff's willingness to help patients, and feedback mechanism as these are considered amongst the lowest score.

- As a public hospital, RSUD Kota Madiun has to perform good cooperation and communication with local government with good intention to improve patients' perception of service quality.
- Creating a clear SOP of medical service in the hospital and provide understanding toward hospital's personnel of the SOP so that there are clear standards in serving and responding to patient in medical services of hospital.
- Provide continuing education and training by sending some of employees to workshop or short courses to improve the knowledge of a certain field of job within the hospital
- Managerial support such as coaching and mentoring, supporting continuing education, staffing and scheduling, and mediation between staff and administration, is a way to improve employee motivation, job satisfaction and retention.
- Managerial of RSUD Kota Madiun RSUD Kota Madiun should also provide better feedback mechanism to monitor which segment of service quality that has low perception of service quality and provide effective and efficient method to improve service quality.

For future research, writer's recommendation is to examine the relationship of service quality toward customers' satisfaction. Secondly, future research shall be perform in more than one city to have better understanding about service quality of public and private hospitals and how the patients perceive the service quality.

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