

## ABSTRACT

**CASIDSID, M, O., Perceived Service Quality and Satisfaction in a Private Hospital in Cavite: Adopting the SERVQUAL Model from the Perspectives of Patients and Health Care Providers.** Master in Business Administration, De La Salle University-Dasmariñas City, Cavite, February 2012. Adviser: Dr. Alice T. Valerio.

This study evaluated the perceived service quality and satisfaction of the patients and health care providers in the Private Hospital in Cavite by measuring the gap between the expected and the perceived actual service delivered. SERVQUAL instrument developed by Parasuraman et al. (1988) with the six service quality dimensions such as tangibles, reliability, assurance, responsiveness, empathy, and affordability was used to measure the perceived service quality of the Hospital and vis-a-vis it to overall satisfaction. While it is true that it is the patients' view that is most relevant for any service provider, however mismatch in the way the patients and their providers perceived the services might put any service provider to grim. Hence, a closely held understanding of one's service from the perspectives of the user and provider would be beneficial in closing the consumer gap (expectation-perception).

The study used three research designs such as descriptive, causal/explanatory and comparative research designs. Data were gathered using a self-administered questionnaires and interviews. Convenience sampling method was used in the selection of respondents. The sample sizes of 600 patients and 272 health care providers were determined using Tukey's sample size formula.

In analyzing the weighted mean of the service quality gap of patients, result revealed that affordability and responsiveness dimensions were the most critical dimensions for the patients. SERVQUAL analysis also posed that “waiting time of not more than one hour” was the statement that has the largest gap for both patients and provider. On the other hand, assurance and empathy dimensions received the highest perception score of “good” from both respondents.

Using chi-square and spearman’s correlation, mean differences in the expectation and perception of the respondents were analyzed to identify the significant relationship of perceived service quality to overall satisfaction. It reveals that perceived service quality in all dimensions was significantly related with positive correlation to overall satisfaction for both perspectives. It revealed that affordability dimension (patient’s perspective) and tangibles (provider’s perspective) dimension had highly significant relationship towards overall satisfaction.

Using analysis of variance (ANOVA) and *t* test, it revealed that service category, age, educational attainment, job position, estimated household income, and healthcare insurance have a significant difference in the perceived service quality of patients. On the other hand, only “position” factor from the perspective of the provider had a significant difference in the level of perceived service quality for the provider.

Views and opinion of the patients from the perception of the service quality of the Hospital as well as matching the priorities of the providers with the patients on the six service quality dimensions can assist management and policy makers in

designing, implementing, and evaluating services, which in turn, can assist the improvement and delivery of total quality healthcare to better realize what the total quality management the Private Hospital is holding onto.

