

**CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY OF
PRIVATE HOSPITALS IN CAVITE**

THESIS

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PRIVATE HOSPITALS IN CAVITE**

Undergraduate Thesis
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*Customer satisfaction towards service
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ABSTRACT

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The study was conducted in private hospitals in different municipalities of Cavite from October 2015 to March 2016. The study aimed to determine the customer satisfaction of out-patients towards service quality of private hospitals. Specifically, it aimed to: determine the demographic profile of the out-patients and customers of the private hospitals; determine the services availed by the out-patients of private hospitals; to identify the customer assessment for the level of customer satisfaction towards service quality of private hospitals in Cavite in terms of reliability, responsiveness, assurance, empathy, and tangibility; identify which dimension of service quality got the highest and lowest level of customer satisfaction and; identify the problems encountered by the customers while rendering services in the private hospitals.

The age of the out-patients ranged from 9 to 85 years old. Majority of the out-patients were female with 60 percent and 44 percent were married. Thirty-two percent were college graduates and 79 participants were unemployed. Most of the participants availed Urinalysis with 32 percent as the laboratory service.

The participants were highly satisfied with the quality of service given by the private hospitals in Cavite. Dimension of reliability got a mean of 5.45, responsiveness with 5.75, assurance with 5.76, empathy with 5.42 and tangibility with 5.73. Assurance got the highest level of customer satisfaction while empathy got the lowest. There is no significant relationship between age and educational attainment of the participants in the

dimension of reliability, responsiveness, assurance and empathy, while tangibility found that it has a relationship to age and educational attainment of the participants. Moreover, the civil status and the gender of the participants found there is significant relationship in all the dimensions of service quality. And only 13 participants encountered problem while availing laboratory services.

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CUSTOMER SATISFACTION TOWARDS SERVICE QUALITY OF PRIVATE HOSPITALS IN CAVITE

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INTRODUCTION

People in today's generation are more conscious when it comes to health. They are becoming more practical and hands-on in choosing and selecting everything that has connection on their daily lifestyle. From the foods they eat, the liquids they drink, the medicines they take, and even the very little detail that is concerning their health. Taking care of oneself or others may be done through traditional and natural way. Traditional way by means of using what the environment has to offer and the natural way by simply exercising healthy living. This gives rise to the saying "Prevention is better than Cure", because being sick nowadays will definitely means trouble. But the sad truth, this thing is inevitable.

Based on the study conducted by Linton (2015), there is a rapid growth on demand for service industry however, healthcare service is the least enjoyable for a customer. This is especially unfortunate because hospital customers are very different