

ABSTRACT

The increasing demand of quality medical services of private hospitals in the Republic of the Philippines gives an increasing pressure to the medical service marketers in the country. Furthermore, the medical private care business in the Philippines tries to pattern its services to the world class standards of the World Health Organization, National Health Service, Joint Commission International and other international accrediting organizations for world class medical service and tourism. Congruently, the research tries to evaluate the status of medical service quality satisfaction of consumers of private hospitals in the Republic of the Philippines in which the content of the research will add knowledge to the status and determinants for further improvement of private medical care service of the Republic of the Philippines.

Observing the samples of 400 respondents the objective is to determine by the given independent variables to its significant difference of the dependent variables.

By considering the components of SERVQUAL to realize the elements of dependent variables, consumer behavior satisfaction of medical service in the Philippines can be conceptualized considering the different customer behavior of medical service consumers.

The research emphasizes the importance of SERVQUAL to the empirical evaluation of the study and the usefulness in a hospital service environment. The SERVQUAL scale is suited to the marketing perspective of service oriented organization in which this research adopted the method as dependent variables comparing to the demographic characteristics of medical service consumers.

The research uses the inferential statistics of measuring the consumer satisfaction by independent sample T-Test and analysis of variance. The result of the research considers the mathematical implication measurement of .05 as the level of significance of the study. The findings resulted to consider tangibles (Sig..000), reliability (Sig..000),

responsiveness (Sig..000), assurance (Sig..000), and empathy (Sig..005) in relation to racial group demographic variable. For gender demographic variable, tangible (Sig..035) is considered high in significance. For age demographic variable, tangibles (Sig..046) are also considered significant. For marital status demographic variable, tangibles (Sig..017) and responsiveness (Sig..030) are considered as significant. For occupation demographic, variable tangibles (.000) was only considered significant. Also, for education demographic, variable tangible (Sig..005), responsiveness (Sig..041), assurance (Sig..017), and empathy (Sig..015) are considered significant in difference.

