THE STUDY OF SERVICE QUALITY AFFECTING CUSTOMER SATISFACTION OF PRIVATE HOSPITAL IN MYANMAR

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ABSTRACT

This study aims to find out the level of expected quality and service quality of the customers as well as to know the relationship between the service quality and customer satisfaction. The study is based on demographic variables and service qualities dimensions of tangibility, reliability, responsiveness, assurance and empathy. The study is done in a private hospital "Chan Myae Myitta" which is located in Thanlyin, Myanmar. The data are collected from 100 respondents in both IPD and OPD departments via self-administered questionnaires. Target population is customers and their family members as well as friends who visit them during their stay in the hospital. Random sampling method is used to collect the data and they are analysed by SPSS program. Descriptive statistics is used to analyse the level of gap between customer expectation and the service perceived from the hospital. Regression analysis is used to find out the impact of the service quality dimension on the customer satisfaction. The result found out that customer of CMMH expected more of reliability, empathy and assurance factors before they visited to the hospital but the least that they perceived service quality factors are tangibility and responsiveness and the most service quality perceived are Reliability, Empathy and Assurance. The top most gap of customer perceived and expected of the service quality are Responsiveness, Empathy and Tangibility. However, the service factors that impact to customer satisfaction are Assurance and Empathy service factors. This study is useful for CMMH management team to improve the service quality of the hospital and also customer satisfaction as competitive advantage in this industry by knowing their customers perception and expectation of their service quality of CMMH hospital.

KEY WORDS:Service Quality/ Private Hospital/ Satisfaction

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CHAPTER I
INTRODUCTION

1.1 Introduction

In this globalization world, the world becomes a village and the information flow is very rapid. Competition cannot be avoided and a lot of competitors can arise in providing products or services. Almost everywhere in the world, customers are the first priority and they are treated as a king in order to survive as well as gain market share in the competitive markets. So, organizations need to understand needs and wants of customers as well as their satisfactory level after consuming goods and services of the organization. Since the patients from hospitals, i.e. customers, are coming to the hospital not to take relax but to come for medical treatment, they are especially sensitive in receiving the services from hospital.

In the past, Myanmar has been an isolated country because she falls under the military regime and hence most of the investments are banned under the sanction by Western Countries.   In addition, most of the businesses are controlled by military government. Because of this monopolized market, Myanmar people do not have many choices in selecting goods or services and suffer only poor services. In respect of healthcare services, there are only few private hospitals at that time and people can rely only on the public hospitals which provide poor service quality due to limited fund and resources.

After democracy government take over the country from military government, there has been a lot of changes in the country. There is more freedom in investing private sectors including healthcare industry. There has been intense competition in the healthcare market in Myanmar and local people have to compete with foreign players. Since there is a growing market in healthcare industry in Myanmar, experienced hospitals from foreign countries come to invest in Myanmar in the form of joint venture or foreign direct investment. These hospitals already have experience and standardized healthcare system which local investors are weak in. These competitors already have goodwill in

the foreign market and hence Myanmar investors in healthcare industry have to survive a lot to compete with them.

According to the above reasons, the researcher in this study would like to find out the experience and overview of the customers of one of the private hospitals in Myanmar, Chan Myae Myitta Hospital. The hospital under research is located in Thanlyin District and the place is just across the bridge from the former Capital City of Myanmar, Yangon. Although Yangon is no longer the capital city of Myanmar, it still is the business city with crowded residence. No wonder, Yangon needs a luxurious hospital with providing good quality service. Chan Myae Myitta Hospital is situated at No. (53) Pagoda Road, Thanlyin, Myanmar. In last ten years ago, this Chan Myae Myitta Hospital is merely a 25-bedded hospital at which provided varieties of services. These services include Computer Laboratory services, Imaging services (X-Ray, Ultrasound, ECG), two operation theatres and customer rooms.

In 2018, Chan Myae Myitta hospital is expanded into 100-bedded hospital with extending services in some areas. These extending services are Haemodialysis centre, Rehabilitation Centre, Chemotherapy Cancer and more Operation Theatre (4 in total) and more inpatient beds. Thanlyin district is an apple of investors' eyes because it is the place where traffic is less and can get good ventilation. Although Chan Myae Myitta hospital is still the only one private hospital in Thanlyin district, investors are interesting to make investment as a healthcare sector in this district. Therefore, Chan Myae Myitta hospital cannot ignore the potential competition and should prepare in advance for maintaining goodwill of the hospital. In doing so, customer satisfaction is one of the important factors.

Moreover, there is an Industrial Development Zone in Thanlyin and many foreign companies as well as local companies are invested in these industrial zone. Foreign employees also come to work in these foreign companies and so there becomes a big market for healthcare sectors. In order to get competitive advantage over its competitors, Chan Myae Myitta hospital needs to understand the patient (customer) satisfaction factors of its hospital. So this research is intended to find out the quality of services of Chan Myae Myitta hospital which will become the customer satisfaction factor. It is also planned to research the relationship of the service quality and its customer satisfaction of the hospital. The research objectives of the paper are described in the next section.

1.2 Research Objectives

1. To investigate the level of expected service quality and perceived service quality in CMMH hospital

2. To examine the relationship between service quality and its customer satisfaction of CMMH hospital

1.3 Research Question

Which service factors are affecting the customer satisfaction of Chan Myae Myitta Hospital, Thanlyin, Myanmar?

To what extent of the gap between expected service quality and perceived service quality in Chan Myae Myitta Hospital, Thanlyin, Myanmar?

1.4 Statement of the Problem

The economy in Myanmar has been increasing along with the emergence of the democracy and it has been shifting to market economy. As a result, the private hospitals has been numbered and so as the competitions. From time to time, both overseas and local investors have invested in the healthcare sector and hence it becomes intense competition. Customers can easily move from hospital to hospital since they have many choices of private hospitals. Due to these facts, it is important to maintain customer satisfaction as well as customer loyalty. In addition, the satisfaction of the customers has positive impact on the outcome of the hospital process as well as the customer complaint. The customer complaint are reduced if they are satisfied (Wellstood, Wilson and Eyles, 2005; Taylor and Benger,2004). In order to gain customer satisfaction, the customers' expectation before coming to the hospital and the service quality of the hospital should be matched.

Hence, it is a must to know which dimension of the service quality has impact on the customer satisfaction and whether the expectations of the customers has been met in providing the service to enhance the customer satisfaction, thereby increase competitive advantage over its competitors.

1.5 Scope of the Study

Only the service quality factors of the private hospital are considered for this study by using SERVQUAL method. It is to study the relationship between Chan Myae Myitta Hospital and the customer satisfaction. Anyhow, this study does not take into account of the technical factors of the hospital such as therapeutic process and diagnostic process since they are out of reach of the knowledge of the customers to assess them. Hence, this study only analyse the service factors that has more impact on the customer satisfaction during the period of the survey.

The next chapter will be the literature review of the service quality dimensions, customer satisfaction, the relationship of the service quality and the customer satisfaction and which factors are more influence on the customer.
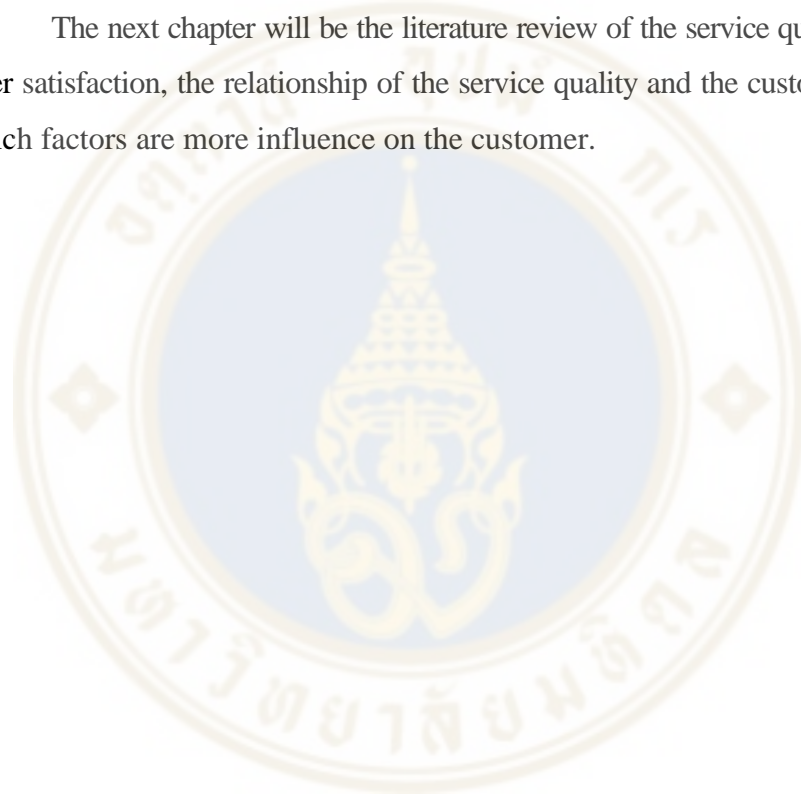
CHAPTER II
LITERATURE REVIEW

2.1 Related Literatures

2.1.1 Service Quality

According to Sat (1999), service quality is the difference between the customer expectations and the perceived service, and quality is said to be good when it reached the expectations of the customers. This researcher also stated that the service quality can be measured by customer expectations and perceived service but this will vary according to each person and so measuring service quality is the difficult process. Organizational performance and the customer satisfaction become role of the service quality (Lewis and Mirchell, 1990).

Numerous researchers developed service quality concepts across many countries as well as many industries (Angur et al., 2005, Bhat and Malik, 2007; Jabnoun and Chacker, 2003; Lim and Tang, 2000; Newman, 2001). Hospital service quality consists of seven dimensions and they are personal quality, infrastructure, administrative process, process of clinical care, safety, overall experience of medical care, and social responsibility (Duggirala et al, 2008). For the public hospital, service quality is based on five dimensions such as admission, medical service, overall service, discharge process, and social responsibility and it is described by Aafja and Garg (2010).

There are many measurements of service quality in health care industry but the major measurement includes technical measurements, functional measurements, SERVQUAL, three component measurement, 5 Q's and JCAHO model. Technical and functional dimensions are for the customers' evaluation on the skills of the doctors and nurses (Gronroon, 1984; Brady, 2006; Orava and Tuominen, 2002). The technical measurements include the accuracy of diagnostic and therapeutic process. Functional dimensions are the manner and behaviour of health care providers which deliver services to the customers (Brook & William, 1975; Babkus & Mangold, 1992; Andaleeb, 1998).

However customers lack the knowledge for judgment of medical service quality on Technical dimensions and so most of the researches focus only on functional dimensions (Eleuch, 2011; Choietal, 2005)

Parasuraman et al. (1985) proposed to evaluate the service quality in five core service quality dimensions (tangible, reliability, responsiveness, assurance, and empathy) and this concept is also the same with an instrument to measure perceived service quality and provide diagnostics and practical implications (Angur et al., 1999). The following are the dimensions about the service quality in details according to the Parasuraman et al. (1985):

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy

2.1.1.1 Tangible

Tangible is one of the service quality dimensions which describes about physical facilities, process and procedures of the service (Parasuraman et al., 1988) . By Ahmed Elbadawy et al., 2013, the physical facilities can be defined as appearances of service such as food service through taste, design and lay-out for restaurants. Moreover this is the first impression of the customers which is the appearance of physical elements including equipment, personal and communication materials (Delgodo and Ballester, 2004). Tangible means whether the hospital is hygienic. It also means whether the hospital and its surroundings are clean and safe enough for its customers. Tangibility factor can also be checked by looking at the properly dressed staffs.

2.1.1.2 Reliability

Reliability is another important dimension for measuring the service provided because customers are willing to know about what the service providers are willing to give them and how reliable of these services are (Delgado and Ballester). According to Parasuraman et al. (1998), reliability is the accuracy of service in handling problems with the abilities to fulfil customer needs and wants.

2.1.1.3 Responsiveness

This dimension is the influence of the service provider to the customers in which customers feel that the service provider gives more valued for the quality of service that they received (Delgado and Ballester, 2004). This can be also defined as the willingness to help customers and providing prompt service to the customers by Parasuraman et al. (1988). According to Mohammed and Shirley (2009), the responsiveness can be defined as the timing of communication in which the service provider is prompt to the problem solving so that it create trust and confident to the customers.

2.1.1.4 Assurance

According to Delgado and Ballester (2004); Iyer and Muncy (2004), assurance is the knowledge and politeness of the employees. It is the ability of the employees which can create trust and confidence to the customer so that the customers will return to the service. Therefore, staffs need to be skilful and knowledgeable about the service that they provide in order to get customer trust (PrabhaRamsenook-Munhunrrun, 2012; Niveen El Saghier, Demyana Nathan, 2004). As for the hospital, assurance is an important role to maintain hospital image (Gronroos, 1982).

2.1.1.5 Empathy

Empathy is about the care given to the customers and the skills of the service provider in providing services. Parasuraman et al 1998 defined Empathy as "Caring, individual attention the firm provides to its customer as well as making the customers comfortable". Once the customers are aware about the empathy and the employee attention of individualization and customization to the customers, the customers will return back to the service. It is defined by Delgado and Ballester (2004). Parasuraman 1985 also stated empathy as the service attention given to the specific customers and understanding the consumers' heart and interest.

2.1.2 Customer Satisfaction

Customer satisfaction is the individual perception of the performance of the service as well as the difference of expectation and perception (Schiffman and Kanuk 2004; Kotler 1999). So the customer satisfaction is the difference between before and after the consumption of the service. Defined by Blanchard and Galloway (1994) for

the service industry, customer satisfaction is the outcome of the customer perception in value they received in the service equals to the value expected from the service competed by the service provider.

Oliver (1997) highlighted that if the consumer expectation of service and the perceived performance match, the consumers will be satisfied but if it is not match then they will not be satisfied. The disconfirmation model is a popular model across industry (Oliver, 1997; Patterson 2000;Wirtz and Mattila., 2001). Customer satisfaction defined by Campbell et al, 2000; Esch et al, 2008 as customer judgments by themselves about the care that they received. For healthcare evaluation of the customer satisfaction, Fowdar (2005) defined as the service of customization, professional credibility, competence and communication.

According to the researcher Johnson (2001), there are two different conceptualizations of customer satisfaction. They are transaction-specific satisfaction and cumulative evaluations. Transaction-specific satisfaction is from the marketing perspective which defines satisfaction as customers' evaluation of his or her experience with the reactions to a particular product or service (Oliver 1997; Yi 1991). Cumulative evaluation means the overall satisfaction of the product or service (Johnson, Anderson and Fornell 1995; Johnson and Fornell 1991). Moreover cumulative perspective is more capable of evaluating the performance of the firm than predicting of consumers' post purchase behaviour (Wang et al., 2004)

The study of the customer satisfaction at Sunyani Regional Hospital by Augustine AwuajPeprah (2014) result is that Empathy dimension is the most important among the service quality. Another study also support this dimension about the care and respect of the staffs (Aldana et al., 2001; Morgan et al, 1998). Reliability is the another important dimension of the study whehter the hospital provide the service that they promise (Awuaj Peprah, 2014).

The study of Hardy et al. (1996); Hair (1998); Taylor (1994) confirmed that the tangibility is the critical role in determining the customer satisfaction. In the study of Sunyani Regional Hospital, this dimension showed the third most important factor which is about the cleanliness of the hospital, safety of environment of the hospital and installing up to date equipment.

Assurance of the hospital is the reputation of the hospital which the customer view to the hospital about assuring the service delivery (Awuaj Peprah, 2014). Another critical factor that effect the customer satisfaction is the waiting time of the medical and administrative procedure as the quality of the healthcare delivery and it is described by the study of Atinga et al. (2011). This research also reveals that the responsiveness dimension is the least important factor for the whole hospital perspective but this factor is the most important one in Emergency department.

2.1.3 The relationship between service factors and customer satisfaction

Mainly in the private sectors, there are several studies which assessed the relationship between the service quality and the customer satisfaction and the impact of service factors on customer satisfaction (Amin and Isa, 2008; Caruana, 2002; Kiran, 2010).

Most of the study reveals that service quality is positively influence on customer satisfaction. The study of online shopping website by Bauer et al., 2006; Collier & Bienstock, 2006; Kuo, 2003), the study of telecom industry in china (Wang et al., 2004) and the study of Tung (2004) and Turel and Serenko (2006) about mobile services in south korea, Singapore and Canda countries stated that service quality have positive impact on customer satisfaction.

In the hospital industries, there is a significant relationship between the service quality and the customer satisfaction (Naidu, 2009). When the hospital service quality is matched with the customer expectation, the customer will be satisfied more (Chahal and Kumari, 2010).

2.1.4 Gap between Customer Expectation and Perceived Service Quality

When the expectations of the customers before receiving the service is different from the actual quality of service perceived by the customers, the gap is said to be exit. When the gap is positive, it means that the perceived quality is better than the customer expectations which result in the satisfaction of the customers. In contrast, the negative expectation gap means that the customers are dissatisfied.

2.2 Proposition of Hypotheses

According to the above theoretical foundation, we can develop the hypothesis as follows

H1: Tangibility has positive impact to customer satisfaction

H2: Assurance has positive impact to customer satisfaction

H3: Reliability has positive impact to customer satisfaction

H4: Empathy has positive impact to customer satisfaction

H5: Responsiveness has positive impact to customer satisfaction

2.3 Research Framework
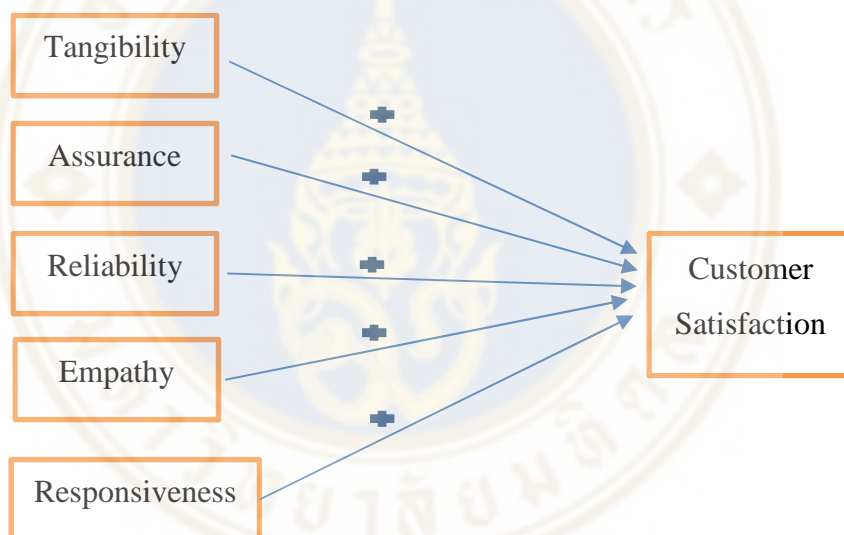
Figure 2.1 Research Framework

The next chapter will be the research methodology of research design, sample selection, data collection and data analysis

CHAPTER III
RESEARCH METHODOLOGY

This chapter includes the methodology of this research about how the data are collected from the respondents, sample selection and the design of this research.

3.1 Research Design

Quantitative research will be used in this study to find out the gap level of expected service quality and perceived service quality of Chan Myae Myitta Hospital, to know which service factors has impact on the customer satisfaction of the hospital (SERQUAL dimensions: Tangibility, Responsiveness, Assurance, Reliability and Empathy) and demographic factors are used to know whether it has directly or indirectly affected to the customer satisfaction of Chan Myae Myitta Hospital situated in Thanlyin, Myanmar. The questionnaires are distributed to the customers that visit to Chan Myae Myitta hospital during the month of May 2019.

3.2 Sample Selection

The population for this research is the customers who are hospitalized (inpatients), the families, relatives and friends of these customers, who visit them, and the customers in outpatient department in the Chan Myae Myitta Hospital. For the outpatient, the researcher will distribute the questionnaires in OPD department reception and the cashier from which customers can take them by themselves and fill them up or these questionnaires are delivered to the customers by the nurse aid. For the inpatients who are hospitalized, the questionnaires will be distributed to every room of the hospital and will then be collected when the customers discharge.

Normally there are around 3600 people in a month that come to Chan Myae Myitta hospital as customers, families, relatives and friends and hence this is the population

size for this research. The sample size is 100 and thus the questionnaires are distributed to 100 people and these sample size includes customers themselves, family members, relatives and friends of these customers. 50 questionnaires will be distributed to inpatient departments and the rest 50 questionnaires to outpatients department. They will be distributed in the month of May. The questionnaires are designed to study the general service factors of the hospital and not to assess the technical aspects of the hospital and thus they are equally questionable among different types of respondents.

To determine the sample size, a simplified formula by Yamane is used for sample size calculation. A 95% confidence interval and P = 0.5 are assumed for this formula (Israel, 2003).

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size, N is the population size, and e is the level of precision (Israel, 2003).

For this study, each parameter is determined as following:

Population size, N, is 3600 people. The number comes from the data of Chan Myae Myitta Hospital in average of both people from inpatients and outpatients. These number are based on the previous year data of that month. The population is determined using these data for the assumption of the population size for the research period and the percentage is calculated on the number of customers who visited to Chan Myae Myitta Hospital.

The level of precision, e, is 10%.

$$n = \frac{3600}{1+3600(0.10)^2} = 100$$

As a result, 100 samples will be taken for this research.

3.3 Data Collection

This research is done by both primary and secondary data collection. For the secondary data collection, the literatures and review of the previous studies are used. They will be taken from previous literature review from various researchers, business journals and websites. These are treated as documentation to support the primary research objectives the secondary data can be treated as supplementary information in order to enhance the reliability of the results which is drawn from the primary data. The primary data will be collected by using questionnaires distributed to the respondents under research in Chan Myae Myitta hospital.

The very first thing that should be done is to ask for the permission to conduct the survey from the management of Chan Myae Myittar Hospital. Upon getting the approval from the management, random sampling is done to the inpatients, their families, relatives and friends who visit them while they are staying in the hospital as well as outpatients who come for the treatment in Chan Myae Myittar hospital during the month of May, 2019.

Before giving the survey questions, the purpose of the survey will be explained to the respondents that this research is intended for the service quality improvement of Chan Myae Myitta hospital and not for some other purpose. Actually, it is important for the researcher to have professional ethics in doing the research. Key ethical issues in conducting research are informed consent, confidentiality and respect for privacy. Among them, confidentiality of the information is important in that the information obtained will not be reached outside. After the respondents answer the questionnaires in both IPD and OPD, the researcher will be kept those papers in researcher desk and locked. For the data analysis, the researcher will analyse by using own laptop which is with password and locked. Moreover, the researcher will explain to respondents that the result will not be distributed to others except for the hospital. The questionnaires will be written in both English and Myanmar.

3.4 Research Instruments/ Questionnaires

3.4.1 Demographic Questions

1. What is your gender?

□ Male   □ Female

2. What is your age?

□ 10 – 20

□ 20 – 30

□ 30 – 40

□ 40 – 50

□ 50 – 60

□ 60 and above

3. What is your occupational level?

□ Employer

□ Employee

□ Self-employed

□ Un-employed

4. What is your income per month?

□ Below 100,000

□ 100,000 – 200,000

□ 200,000 – 500,000

□ 500,000 -1,000,000

□ 1,000,000 and above

5. What is your education Level?

□ Under graduate

□ Bachelor degree

□ Master degree

□ PhD

3.4.2 Questions concerning service quality factors

No	Service Quality Questions	References
	Tangibility	
5	The hospital is clean	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
6	The hospital is well furnished and decorated	Ahmed Elbadawy et al (2013)
7	Parking should be convinence	Herng-Ching Lin, Sudha Xirasagar 2 and James N (2004)
8	The environment of the hospital is in hygienic condition	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
9	The equipments are up to date	Delgodo and Balllester (2004)
	Responsiveness	
10	Staffs provide prompt response to patient request and problems	Mohammed and Shirley (2009)
11	The waiting time is acceptable	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
12	The administration staffs handle quickly and efficient way	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
13	Staffs are always willing to help patients	Parasuraman et al (1998)
	Empathy	
14	Staffs know what your needs	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
15	The nurses are given attention to the patients	Parasuraman et al (1998)
16	Nurses are polite when they communicate with you and your family	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
17	Staffs give you individual attentionand care according to your personal n	Delgodo and Balllester (2004)
	Assurance	
18	All the test reports are accurate	Gronroos (1982)
19	The doctors are expert and skillful	PrabhRamsenook-Munhunrrun (2012)
20	Feel secure in receiging services from the staffs	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
	Realibility	
21	Hospital Bills are accurate	Delgodo and Balllester (2004)
22	Staffs solve patient problems with sincerity	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
23	Hospital keep patients medical records	Delgodo and Balllester (2004)
24	Duration of waiting time in hospital is acceptable	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
	Customer Satisfaction	
25	I will Share about the hospital good service to others	
26	I am Williness to return to this CMMH hospital	Halil Zaim, Nizamettin Bayyurt and Selim Zaim (2010)
27	I'd prefer CMMH hospital even if other hospitals are cheaper	Herng-Ching Lin, Sudha Xirasagar 2 and James N (2004)
28	If I need to go to a hospital again, I'd go to CMMH hospital.	Herng-Ching Lin, Sudha Xirasagar 2 and James N (2004)

Figure 3.1 Questions concerning service quality factors

3.5 Data Analysis

Data will be analysed by the Statistical Package for Social Science (SPSS) software. Descriptive Statistics is used to analyse the level of gap between the expectation of the service quality from customers before coming to the hospital and the actual perceived service quality after until they discharged from the hospital. Regression analysis is used to find out the impact of the service quality on the customer satisfaction.

The next chapter will be discussion of the findings such as analysis of the demographic variable, analysis of customer expectation and perceived service quality and also the customer satisfaction on the CMMH hospital.

CHAPTER IV

FINDINGS AND ANALYSIS

4.1 Analysis on Demographic Variables

Table 4.1 Analysis of Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Male**	44	44.0	44.0	44.0
	Female	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Table 4.1 shows the result of the gender among 100 questionnaires. It shows the percentage of respondents divided into males and female respondents. 44 of the respondents in this study are male (44%) and 56 of the respondents are female (56%) in response to the study of the service quality of the customer satisfaction.

Table 4.2 Analysis of Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 - 20 years	3	3.0	3.0	3.0
	20-30 years	41	41.0	41.0	44.0
	30-40 years	44	44.0	44.0	88.0
	40-50 years	8	8.0	8.0	96.0
	50-60 years	1	1.0	1.0	97.0
	60 yrs and above	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Table 4.2 is the analysis of the age group responded in the study. The highest age group among the respondents is 30-40 years old and it is composed of

44% (44 respondents). The second highest group is age 20-30 and it represents 41% (41 respondents) and the third age group is 40-50 years which is 8% (8 respondents) among total 100 respondents. Age group of 10-20 years and 60 years and above is 3% each (3 respondents) and the least percentage group is 50-60 years and it is only 1% (1 respondent).

Table 4.3   Analysis of Occupational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employer	8	8.0	8.0	8.0
	Employee	71	71.0	71.0	79.0
	Self employed	17	17.0	17.0	96.0
	Un-employed	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Table 4.3 depicts what occupational levels of customer s participate in the study. The employee group has the highest percentage which is 71% (71 respondents) in this study followed by self-employed which is 17% (17 respondents). The employer group forms the third highest percentage which is 8% (8 respondents) and the least group is the un-employed which is 4% (4 respondents).

Table 4.4   Analysis of Income Level (per month)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100,000 - 200,000 Kyats	8	8.0	8.0	8.0
	200,000 - 500,000 Kyats	80	80.0	80.0	88.0
	500,000 - 1,000,000 Kyats	8	8.0	8.0	96.0
	1,000,000 and above Kyats	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Table 4.4 illustrates the income level of the respondents. Among them, income level per month of 200,000-500,000 kyats (4000-10,000 Baths) group is the highest

group of this study which is 80%. It is followed by the income level of 100,000-200,000 kyats (2,000-4000 Baths) and 500,000-1,000,000 kyats (10,000-20,000 Baths) group which score the same percentage of 8%. The final rank score group is the income level of 1,000,000 kyats and above (20,000 Baths and above) and it has 4%.

Table 4.5   Analysis of Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under graduate	14	14.0	14.0	14.0
	Bachelor Degree	78	78.0	78.0	92.0
	Master Degree	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Table 4.5 indicates the education level of the respondents in this study. The highest percentage group is 78% and it is the Bachelor Degree group. The second rank group is Under Graduate group and it is 14%. The least percentage group is Master Degree group and it scores 8%.

4.2 Descriptive Analysis of Variables

Apart from demographic factors, dependent and independent variables are surveyed by using 5 Likert scales which are strongly disagree, disagree, neutral, agree and strongly agree. In this section, the service quality factors will be analysed by mean and standard deviation.

4.2.1 Analysis of the Gap between Expectation and Perceived Service Quality

Table 4.6   Customer Expectation of CMMH hospital service

(n = 100)

	Min	Max	Mean	Ranking
The hospital is clean	3.00	5.00	3.5400	13
The hospital is well furnished and decorated	3.00	5.00	3.7900	12
Parking should be convenience	1.00	5.00	3.8300	11
The environment of the hospital is in hygienic condition	3.00	5.00	3.8500	8
The equipment are up to date	2.00	5.00	3.8400	9
Staffs provide prompt response to customer request and problems	3.00	5.00	3.8400	9
The waiting time is acceptable	2.00	5.00	3.8100	10
The administration staffs handle quickly and efficient way	1.00	5.00	3.8700	7
Staffs are willing to help customers	3.00	5.00	3.8700	7
Staffs know what your needs	1.00	5.00	3.8700	7
The nurses are given attention to the customers	3.00	5.00	3.9100	5
Nurses are polite when they communicate with you and your family	1.00	5.00	3.9700	2
Staffs give you individual attention and care according to your personal needs	1.00	5.00	3.9100	5
All the test reports are accurate	3.00	5.00	3.8800	6
The doctors are expert and skilful	2.00	5.00	3.9100	5
Feel secure in receiving services from the staffs	1.00	5.00	3.9200	4
Hospital Bills are accurate	3.00	5.00	3.9400	3
Staffs solve customer problems with sincerity	1.0	5.0	3.940	3
Hospital keep customer s medical record	3.00	5.00	4.0000	1
Duration of waiting time in hospital is acceptable	2.00	5.00	3.9200	4

Table 4.6 describes descriptive statistic of expectation from 100 customers before they are coming to the hospital. The respondents mostly expect the hospital to keep customer s medical records and nurses to be polite when dealing with them and their family. Moreover, they also expect the hospital bills to be accurate and staffs to give their sincerity in solving customer s' problems. They expect to feel security in receiving services from the staffs with acceptable waiting time in hospital. In addition, they expect nurses and staffs give individual attention to them and also doctors are skilful and expert in hospital. The respondents do not much expect the hospital to be clean, well-furnished and decorated and also convenience of parking. They also do not expect much the equipment to be updated, waiting time in hospital is ok or not and also the response of the staffs.

Table 4.7   Customer Perceived of CMMH hospital service

(n = 100)

	Min	Max	Mean	Ranking
The hospital is clean (Perceived)	2.00	5.00	3.5200	16
The hospital is well furnished and decorated (Perceived)	2.00	5.00	3.6100	14
Parking should be convinence (Perceived)	1.00	5.00	3.6500	12
The environment of the hospital is in hygienic condition (Perceived)	2.00	44.00	4.1200	1
The equpiments are up to date (Perceived)	2.00	5.00	3.7100	9
Staffs provide prompt response to customer request and problems (Perceived)	3.00	5.00	3.5900	15
The waiting time is acceptable (Perceived)	1.00	5.00	3.6400	13
The administration staffs handle quickly and efficient way (Perceived)	1.00	5.00	3.6700	11
Staffs are willing to help customer s (Perceived)	3.00	5.00	3.6700	11
Staffs know what your needs (Perceived)	1.00	5.00	3.6900	10

Table 4.7   Customer Perceived of CMMH hospital service (Cont.)

	Min	Max	Mean	Ranking
The nurses are given attention to the customer s (Perceived)	3.00	5.00	3.7400	8
Nurses are polite when they communicate with you and your family(Perceived)	1.00	5.00	3.7400	8
Staffs give you individual attention and care according to your personal needs (Perceived)	1.00	5.00	3.6900	10
All the test reports are accurate (Perceived)	3.00	5.00	3.7100	9
The doctors are expert and skillful (Perceived)	2.00	5.00	3.7700	7
Feel secure in receiving services from the staffs (Perceived)	3.00	5.00	3.8100	5
Hospital Bills are accurate (Perceived)	3.00	5.00	3.8500	3
Staffs solve customer problems with sincerity(Perceived)	3.00	5.00	3.7900	6
Hospital keep customer s medical record (Perceived)	3.00	33.00	4.1000	2
Duration of waiting time in hospital is acceptable (Perceived)	2.00	5.00	3.8400	4

Table 4.7 describes descriptive statistic of perceived quality from 100 customers after they visited to hospital. From the result, the respondents perceived that the environment of the hospital is hygienic and duration of the waiting time is acceptable. They also experienced the accurate billing system of the hospital and the hospital keeps customers medical records properly. The duration of the waiting time in the hospital is acceptable and they feel secure in receiving services from the staffs. The respondents perceived that the hospital itself is not clean enough to satisfy the customers. They also experienced that the services from staffs are not prompt enough to customer s request and problems. They also think that the hospital is not well furnished and decorated and the parking is not convenient enough to satisfy them.

Table 4.8 Descriptive Statistics of the Expectation of the Service Quality and Perceived Service Quality

Service Quality	Mean for Expectation from Customer s	Mean for Perceived from Customer s	Gap (P-E)	Ranking
The hospital is clean (Perceived)	3.5400	3.5200	-0.02	12
The hospital is well furnished and decorated (Perceived)	3.7900	3.6100	-0.18	5
Parking should be convenience (Perceived)	3.8300	3.6500	-0.18	5
The environment of the hospital is in hygienic condition (Perceived)	3.850 0	4.1200	0.27	15
The equipment are up to date (Perceived)	3.8400	3.7100	-0.13	9
Staffs provide prompt response to customer request and problems (Perceived)	3.8400	3.5900	-0.25	1
The waiting time is acceptable (Perceived)	3.8100	3.6400	-0.17	6
The administration staffs handle quickly and efficient way (Perceived)	3.8700	3.6700	-0.2	4
Staffs are willing to help customer s (Perceived)	3.8700	3.6700	-0.2	4
Staffs know what your needs (Perceived)	3.8700	3.6900	-0.18	5
The nurses are given attention to the customer s (Perceived)	3.9100	3.7400	-0.17	6
Nurses are polite when they communicate with you and your family (Perceived)	3.9700	3.7400	-0.23	2
Staffs give you individual attention and care according to your personal needs (Perceived)	3.9100	3.6900	-0.22	3
All the test reports are accurate (Perceived)	3.8800	3.7100	-0.17	6
The doctors are expert and skillful (Perceived)	3.9100	3.7700	-0.14	8

Table 4.8 Descriptive Statistics of the Expectation of the Service Quality and Perceived Service Quality (Cont.)

Service Quality	Mean for Expectation from Customer s	Mean for Perceived from Customer s	Gap (P-E)	Ranking
Feel secure in receiving services from the staffs (Perceived)	3.9200	3.8100	-0.11	10
Hospital Bills are accurate (Perceived)	3.9400	3.8500	-0.09	11
Staffs solve customer problems with sincerity (Perceived)	3.940	3.7900	-0.15	7
Hospital Keep customer medical records (Perceived)	4.0000	4.1000	0.1	14
Duration of waiting time in hospital is acceptable (Perceived)	3.9200	3.8400	0.08	13

Table 4.8 depicts the descriptive statistics of the expectation from customers before they are coming to the hospital, the perception from customers after they have been encountered the service from hospital and the gap between these two variables. In the question "hospital is clean", the mean result of expectation from customers is 3.54 whereas that of perceived from customers is 3.52. It can be seen that the mean results do not have much difference although the perceived result is a bit low. According to the question "the hospital is well furnished and decorated", the mean result of expectation from customers is 3.79 while the mean result of perceived from customers is 3.61. It can be said that the service quality received by customers from the hospital does not reach their expectation before coming to the hospital in this respect. In respect of the question "parking should be convenience", the mean result of expectation from customers is 3.83 and the mean result of perceived from customers is 3.65 and thus the parking of the hospital is not up to the expectation. In the question "The environment of the hospital is in hygienic condition", the mean result of expectation from customers is 3.85 whereas the mean result of perceived from customers is 4.12. The perception of the customers after they reached the hospital is higher and thus it can be concluded that the customers are satisfied with the environment of the hospital. In accordance with the question "the equipment are up to date", the mean result of expectation from customers is 3.84 while

the mean result of perceived from customers is 3.71. The equipment of the hospital are not up to date enough and do not reach the customers' expectation.

Due to the question "Staffs provide prompt response to customer request and problems", the mean result of expectation from customers is 3.84 while the mean result of perceived from customers is 3.59. The difference between expectation and perceived service is a bit large and thus it can be concluded that the staffs do not provide prompt response to customer request and problems. For the question "The waiting time is acceptable", the mean result of expectation from customers is 3.64 and the mean result of perceived from customers is 3.59. Hence, the customers think the waiting time is no longer than they expected. According to the question "The administration staffs handle quickly and efficient way", the mean result of expectation from customers is 3.87 while the mean result of perceived from customers is 3.67. As a result, the administration cannot handle quickly and efficient way as the customers expected. In respect of the question "Staffs are willing to help customers", the mean result of expectation from customers is 3.87 while the mean result of perceived from customers is 3.67. Here also the same that the service quality received from the hospital does not reach to their expectation and that the customers do not think that the staffs are willing to help them. In the question "Staffs know what your needs", the mean result of expectation from customers is 3.87 while the mean result of perceived from customers is 3.69 and thus the expectation of the customers do not reach when they received the service from hospital. They think that the staffs' knowledge of the needs of the customers is weak comparing their expectation.

In the question "The nurses are given attention to the customers", the mean result of expectation from customers is 3.91 whereas the mean result of perceived from customers is 3.74. According to the result, the nurses are not given attention to the customers as the customers expected. Due to the question "Nurses are polite when they communicate with you and your family", the mean result of expectation from customers is 3.97 whereas the mean result of perceived from customers is 3.74. The result shows that the actual service received from the nurses are not up to the expectation of the customer. For the question "Staffs give you individual attention and care according to your personal needs", the mean result of expectation from customers is 3.91 while the mean result of perceived from customers is 3.69. According to the result, the staffs are weak in paying

attention to individual needs. In the question "All the test reports are accurate", the mean result of expectation from customers is 3.88 while the mean result of perceived from customers is 3.71. It can be said that the accuracy of the test reports of the hospital does not reach to the customers' expectation but not much difference. In accordance with the question "The doctors are expert and skilful", the mean result of expectation from customers is 3.91 and the mean result of perceived from customers is 3.77. The result shows that the expectation of the customers about the skills of the doctors is higher than the actual perceived service.

For the question "I feel secure in receiving services from the staffs", the mean result of expectation from customers is 3.92 and the mean result of perceived from customers is 3.81. It can be seen that the sense of secure in receiving the services from the staffs is not up to the customers' expectation but the difference is not much high. In the question "Hospital bill are accurate", the mean result of expectation from customers is 3.94 whereas the mean result of perceived from customers is 3.85. In accordance with the result, there is not much difference between the two mean but the accuracy of the billing of the hospital does not reach the customers' expectation. For the question "Staffs solve customer problems with sincerity", the mean result of expectation from customers is 3.94 whereas the mean result of perceived from customers is 3.79. It can be said that the customers do not receive the sincerity from staffs in solving the problems as they expected. According to the question "Hospital keeps customer medical records", the mean result of expectation from customer s is 4.0 while the mean result of perceived from customers is 4.10. From the result, it can be seen that the expectation of this question from customer is same as the perceived service that the customers received. In the question "Duration of waiting time in hospital is acceptable", the mean result of expectation from customer s is 3.92 and the mean result of perceived from customers is 3.84. The result shows that there is a bit difference between the expectation and perceived service and it shows that the waiting time at the hospital is not acceptable to some extent.

The highest expectation of the customers is the question of "Hospital keeps customer medical records" and it got the mean score of 4.00. The lowest expectation of the customers is the question of "The hospital is clean" and its mean score is 3.54. The customers expect the hospital to keep their medical records but they do not much expect for the cleanliness of the hospital. In the perception of the actual service received,

the highest mean score is 4.12 and it is for the question of "The environment of the hospital is in hygienic condition whereas the lowest mean score is 3.52 and it is for the question of "The hospital is clean". The customer s assess that the environment of the hospital is in hygienic condition but the hospital itself is not clean enough.

4.2.2 Analysis of the Five Highest Mean Score of Expectation from Customer

Table 4.9   Ranking of Highest Mean Score of Expectation from Respondents

No.	Service Quality	Mean for Expectation from Customers	Factor
19	Hospital keeps customer s' medical records	4.0000	Reliability
12	Nurses are polite when they communicate with you and your family	3.97	Empathy
17	Hospital bills are accurate	3.94	Reliability
18	Staffs solve customer problems with sincerity	3.94	Reliability
20	Duration of waiting time in hospital is acceptable	3.92	Reliability
16	I feel secure in receiving services from the staffs	3.92	Assurance
15	The doctors are expert and skilful	3.91	Assurance
11	The nurses are given attention to the customers	3.91	Empathy

Table 4.9 demonstrates the highest mean is for question 19 which represents reliability factor. The second highest mean is for question 12 which is the empathy factor. The two questions rank in the third highest score and these are the reliability factor. The fourth highest score stands for two questions of 20 and 16 and they are concerned with reliability and assurance factors. The fifth highest mean score represents question number 15 and 11 and these are assurance and empathy factor.

4.2.3 Analysis of the Five Highest Mean Score of Perceived from Customers

Table 4.10 Ranking of Highest Mean Score of Received from Respondents

No.	Service Quality	Mean for Perceived from Customer s	Factor
4	The environment of the hospital is hygienic	4.12	Tangibility
19	Hospital keeps customer s' medical records	4.10	Reliability
17	Hospital bills are accurate	3.85	Reliability
20	Duration of waiting time in hospital is acceptable	3.84	Reliability
16	I feel secure in receiving services from the staffs	3.81	Assurance

Table 4.10 shows that the highest perceived mean score is question number 4 and it is concerned with tangibility factor. The second, third and fourth mean scores are for question numbers 19, 17 and 20 and they are for reliability factors. The fifth mean score is for question number 16 and this represents assurance factor.

4.2.4 Analysis of the Five Lowest Mean Score of Perceived from Customers

Table 4.11 Ranking of Lowest Mean Score of Perceived from Respondents

No.	Service Quality	Mean for Perceived from Customer s	Factor
1	The hospital is clean	3.52	Tangibility
6	Staffs provide prompt response to customer request and problems	3.59	Responsiveness
2	The hospital is well furnished and decorated	3.61	Tangibility
7	The waiting time is acceptable	3.64	Responsiveness
3	Parking should be convenience	3.65	Tangibility

Table 4.11 describes the lowest mean score of perceived from respondents after they have been treated at the hospital. The lowest mean score is for question number 1 which is concerned with tangibility factor. The second lowest mean score is for question number 6 and it is the one for responsiveness factor. The third lowest mean score is for

question number 2 and it is related to tangible factor. The fourth one is for question number 7 which is for responsiveness and the fifth mean score is for question number 3 and it is concerned with tangible factor. Thus, all the lowest mean score is from tangibility and responsiveness factors.

4.2.5 Highest Expectation Gap between Perceived Mean and Expectation Mean

Table 4.12   Ranking of Highest Expectation Gap from Respondents

No.	Service Quality	Mean for Expectation from Customers (E)	Mean for Perceived from Customers (P)	Gap (P-E)	Factor
6	Staffs provide prompt response to customer request and problems	3.84	3.59	-0.25	Responsiveness
12	Nurses are polite when they communicate with you and your family	3.97	3.74	-0.23	Empathy
13	Staffs give you individual attention and care according to your personal needs	3.91	3.69	-0.22	Empathy
10	Staffs know what your needs	3.87	3.69	-0.18	Empathy
2	The hospital is well furnished and decorated	3.79	3.61	-0.18	Tangibility
3	Parking should be convenience	3.83	3.65	-0.18	Tangibility

Table 4.12 reveals the highest negative gap between the expectation from respondents about the hospital service before they come to the hospital and the actual service they received from hospital at the time they come to the hospital. The negative gap means that the service they received from hospital is lower than that they expect and they are not satisfied with the service from hospital. According to the table, the highest gap is about question number 6 and it is concerned with responsiveness factor.

It can be seen that the staffs cannot give prompt response when it comes to the request from customer s and problems of the customer s. The second, third and fourth highest negative expectation gap is about question numbers 12, 13 and 10 and they are the questions concerning empathy factor. The nurses do not seem to be polite when they communicate with the customer s and their family. When there are the personal needs of the customers, staffs cannot provide the satisfactory attention and care. Understanding of the staffs upon the customer s' needs is also questionable. The fifth highest gap score is for two questions, number 2 and 3, and they both related to tangible factor. The respondents do not think that the hospital is well furnished and decorated enough to satisfy customers and the parking of the hospital is not convenient enough to attract the customer satisfaction.

4.2.6 Analysis of perceived and expected service quality in terms of t-test

Table 4.13   Paired Sample Test of perceived and expected service quality

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	The hospital is clean (Expectation) - The hospital is clean(Perceived)	.75000	.95743	.47871	-.77348	2.27348	1.567	3	.215
Pair 2	The hospital is well furnished and decorated (Expectation) - The hospital is well furnished and decorated (Perceived)	.25000	.50000	.25000	-.54561	1.04561	1.000	3	.391
Pair 3	Parking should be convinence (Expectation) - Parking should be convinence(Perceived)	.00000	.81650	.40825	-1.29923	1.29923	.000	3	1.000
Pair 4	The environment of the hospital is in hygienic condition (Expectation) - The environment of the hospital is in hygienic condition(Perceived)	.00000	.81650	.40825	-1.29923	1.29923	.000	3	1.000
Pair 5	The equpiments are up to date (Expectation) - The equpiments are up to date (Perceived)	.25000	.50000	.25000	-.54561	1.04561	1.000	3	.391
Pair 6	Staffs provide prompt response to patient request and problems (Expectation) - Staffs provide prompt response to patient request and problems (Perceived)	.50000	1.00000	.50000	-1.09122	2.09122	1.000	3	.391

Table 4.13 Paired Sample Test of perceived and expected service quality (cont.)

| | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
					Lower	Upper			
Pair 7	The waiting time is acceptable (Expectation) - The waiting time is acceptable (Perceived)	.50000	1.91485	.95743	-2.54696	3.54696	.522	3	.638
Pair 9	Staffs are willing to help patients (Expectation) - Staffs are willing to help patients (Perceived)	.25000	.50000	.25000	-.54561	1.04561	1.000	3	.391
Pair 10	Staffs know what your needs (Expectation) - Staffs know what your needs (Perceived)	.50000	1.00000	.50000	-1.09122	2.09122	1.000	3	.391
Pair 11	The nurses are given attention to the patients (Expectation) - The nurses are given attention to the patients (Perceived)	.50000	1.00000	.50000	-1.09122	2.09122	1.000	3	.391
Pair 12	Nurses are polite when they communicate with you and your family (Expectation) - Nurses are polite when they communicate with you and your family (Perceived)	.50000	1.00000	.50000	-1.09122	2.09122	1.000	3	.391
Pair 13	Staffs give you individual attention and care according to your personal needs (Expectation) - Staffs give you individual attention and care according to your personal needs (Perceived)	.50000	1.00000	.50000	-1.09122	2.09122	1.000	3	.391
Pair 14	All the test reports are accurate (Expectation) - All the test reports are accurate (Perceived)	.50000	1.00000	.50000	-1.09122	2.09122	1.000	3	.391

Table 4.13 Paired Sample Test of perceived and expected service quality (cont.)

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 15	The doctors are expert and skillful (Expectation) - The doctors are expert and skillful (Perceived)	.50000	1.00000	.50000	-1.09122	2.09122	1.000	3	.391
Pair 16	Feel secure in receiving services from the staffs (Expectation) - Feel secure in receiving services from the staffs (Perceived)	.00000	1.63299	.81650	-2.59846	2.59846	.000	3	1.000
Pair 17	Hospital Bills are accurate (Expectation) - Hospital Bills are accurate (Perceived)	.25000	.50000	.25000	-.54561	1.04561	1.000	3	.391
Pair 18	Staffs solve patient problems with sincerity (Expectation) - Staffs solve patient problems with sincerity (Perceived)	.25000	.50000	.25000	-.54561	1.04561	1.000	3	.391
Pair 19	Hospital keep patients medical record (Expectation) - Hospital keep patients medical record (Perceived)	.25000	.50000	.25000	-.54561	1.04561	1.000	3	.391
Pair 20	Duration of waiting time in hospital is acceptable (Expectation) - Duration of waiting time in hospital is acceptable (Perceived)	.00000	.81650	.40825	-1.29923	1.29923	.000	3	1.000

The above table represents the paired t-test for the perceived and expected service quality of Chan Myae Myitta Hospital. Since all the pair value are higher than the significant level of 0.05, it can be said that there is no significant difference between the expected service quality of the respondents before coming to the hospital and perceived service quality of the respondents after they are receiving the service from the hospital.

4.2.7 Analysis of the Relationship between Service Quality and Customers' Satisfaction

Table 4.14 Relationship between Service Quality and Customer s' Satisfaction

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
dimension0 1	.417ª	.174	.130	.29026

a.   Predictors: (Constant), P_Realibility, P_Tangibility, P_Assurance, P_Responsiveness, P_Empathy

ANOVAb					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1 Regression	1.667	5	.333	3.957	.003ª
Residual	7.920	94	.084		
Total	9.587	99			

a.   Predictors: (Constant),   P_Realibility, P_Tangibility, P_Assurance, P_Responsiveness, P_Empanthy

b.   Dependent Variable: P_CS

Table 4.14 Relationship between Service Quality and Customer s' Satisfaction (cont.)

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Model	**B**	**Std. Error**	**Beta**		
1	(Constant)	2.743	.354		7.750	.000
	P_Tangibility	.023	.034	.064	.668	.506
	P_Responsiveness	-.078	.087	-.097	-.901	.370
	P_Empathy	.149	.078	.220	1.898	.061
	P_Assurance	.230	.081	.308	2.829	.006
	P_Realibility	-.034	.037	-.091	-.936	.352
a. Dependent Variable: P_CS						

According to the above result, R-Square estimate is statistically significant. R-Square of 0.174 shows that this model can explain data by 17.4%.. Table 4.7 shows the beta score of five service dimension. According to the significant level, the most important factor that has impact on customer satisfaction is assurance and empathy. Assurance factor has significant number of 0.006 which is less than 0.05 and it is significant at 95% confidence level. Empathy factor has significant number of 0.061 which is less than 0.1 and thus it is significant at 90% confidence level. Customers from Chan Myae Myitta hospital wants their test reports accurate, doctors need to be expert and skilful and they want to secure on receiving hospital service to make their satisfaction. Assurance and Empathy factors have relationship with customers' satisfaction.

According to the hypothesis testing, H2 which is "Assurance factor has positive impact to customer satisfaction" the hypothesis testing is rejected and H4 which is "Empathy factor has positive impact to customer satisfaction" the hypothesis testing is rejected. The other three hypothesis testing are fail to reject which are H1: Tangibility has positive impact to customer satisfaction, H3: Reliability factor has positive impact to customer satisfaction and H5: Responsiveness factor has positive impact to customer satisfaction. The test is under 90 percent confidence level and the rejected hypothesis are under 90 percent confidence level as well as the significant level is not less than 1.

The next chapter will be the evaluation and recommendation about the result

CHAPTER V
CONCLUSION, DISCUSSION AND RECOMMENDATIONS

This chapter highlights on the evaluation of the findings and then making conclusion and recommendations. It summarizes the findings on the investigation of the gap between expectations from customers before they come to hospital and the perceived service quality after they are encountered at the hospital. The discussion of the study to answer the stated problems and research objectives is also described in this chapter. The recommendations to the findings and suggestion for further study based on the research are also stated in this chapter.

5.1 Summary of the Findings

In order for the researchers to vividly understand the level of expected service quality and perceived service quality of Chan Myae Myitta Hospital and the service factors affecting the customer satisfaction, demographics factors are important to be known. According to the findings, female respondents are 56% which is more than male respondents (44%) and the highest frequency of respondents in terms of age group is 30-40 years old and it is made up of 44% of the respondents. When it comes to income level, the highest income group is 200,000-500,000 kyats (4,000-10,000 Baths) per month group and it is made up of 80% of the respondents. The highest frequency of education level of the respondents is Bachelor Degree group and it is 78% of the respondents.

When investigating the customer expected service quality of CMMH hospital, the following are the top five expectations according to the research.

Table 5.1 Top Five of the Customer Expectation on Chan Myae Myitta Hospital

Ranking	Questions	Service Factors
1	Hospital keep customer s medical record	Reliability
2	Nurses are polite when they communicate with you and your family	Empathy
3	Hospital Bills are accurate	Reliability
3	Staffs solve customer problems with sincerity	Reliability
4	Feel secure in receiving services from the staffs	Assurance
4	Duration of waiting time in hospital is acceptable	Reliability
5	The doctors are expert and skillful	Assurance
5	Staffs give you individual attention and care according to your personal needs	Empathy
5	Nurses are given attention to the customer s	Empathy

Table 5.1 shows the customer expectation result of Chan Myae Myitta hospital ranking by highest mean score. The highest expected mean of the respondents before coming to the hospital are reliability, empathy and assurance. It can be assumed that the respondents are more concerned about the reliability factor than other factors. According to the reliability factor, the respondents are asked whether the hospital bills are accurate, whether the staffs solve customer s' problems with sincerity, whether hospital keeps customer s' medical records and whether the duration of the waiting in the hospital is acceptable. In some cases, customer s' medical records are wrong in some hospitals and thus there may be wrong treatment due to this carelessness. In addition, hospital bills sometimes are overcharged and management needs to solve this problems. These are the reasons customers expected more on reliability because wrong diagnosis records may lead to wrong medical treatment and it may finally lead to adverse effect on the customer s. Since there are only few expert doctors with many customers coming for the treatment, the waiting time is very long and the customers have to wait for a long time to get the treatment, sometimes two or three hours or more. So, the customers want the waiting time to be acceptable.

In accordance with the empathy factor, the customers want the staffs to know their problems and the nurses and staffs to give individual attention and they also want the nurses to be polite in dealing with them. In most of the hospitals in Myanmar, especially government hospitals, the staffs and nurses do not show concern over customers feeling and politeness when giving their services. In addition, they don't listen to the customers' needs and what is worse is that they don't explain the customers about the treatment and impact of the treatment on the customers. It may be due to the work overload because the ratio doctor, nurses and customers is very unsatisfactory. For these reasons, the customer s expect the empathy factor to exist.

According to the assurance factor, the customers expect all the test reports to be accurate and the doctors to be expert and skilful, and they want to feel secure in receiving services from the hospital. If the customer s' medical records do not keep well, it may lead to wrong decision making by the doctor in respect of the treatment. Likewise, if the doctors are not skilful enough, it may also lead to the wrong treatment and have adverse effect on the customer s' condition. Since the customer s do not know about the medical treatment of the hospital, they want to feel secure in receiving services from hospital by relying on the hospital for the treatment. Thus, the respondents also hope the hospital to keep assurance factor.

Table 5.2 Top Five of Most Service Quality Perceived from CMMH

Ranking	Questions	Service Factors
1	The environment of the hospital is in hygienic condition	Tangibility
2	Hospital keep customer s medical record	Reliability
3	Hospital Bills are accurate	Reliability
4	Duration of waiting time in hospital is acceptable	Reliability
5	Feel secure in receiving services from the staffs	Assurance

Table 5.2 demonstrates the top five of most service quality perceived from Chan Myae Myitta hospital. When looking at the highest perceived mean, tangibility, reliability and assurance factors are in the highest place and reliability factor stands in 3 places. According to the Tangibility factor, the environment of the hospital seems

hygienic condition as the hospital extended in recent year and hospital owner make proper planning for the hygienic factor as this business is hospital business so that need to keep hygienic condition.

As for the reliability factor whether the hospital bills are accurate, whether the staffs solve customers' problems with sincerity, whether hospital keeps customers' medical records and whether the duration of the waiting in the hospital is acceptable. Since the records of the customers are kept with computerized system, the records are accurately maintained. The billing system is also computerized and hence there is an accurate billing system. Moreover for the assurance factor, the staffs give their service with hearty smile and treat customer patiently and thus the respondents are satisfied with the service and feel secure and warmly feeling from the staffs.

Table 5.3 Top Five of Least Service Quality Perceived from CMMH

Ranking	Questions	Service Factors
1	The hospital is clean	Tangibility
2	Staffs provide prompt response to customer request and problems	Responsiveness
3	The hospital is well furnished and decorated	Tangibility
4	The waiting time is acceptable	Responsiveness
5	Parking should be convenience	Tangibility

Tangibility and responsiveness factors are the lowest perceived mean score achieved. The respondents are not satisfied with these two factors when they actually encountered the service from hospital. The questions related to tangibility factor are whether the hospital is clean, whether the hospital is well furnished and decorated, whether the parking is convenient, whether the environment of the hospital is in hygienic condition and whether the equipment are up to date. The questions concerned with responsiveness are whether staffs provide prompt response to customer request and problems, whether the waiting time is acceptable, whether the administration staffs handle quickly and efficiently and whether staffs are always willing to help customers. It can be said that the hospital does not have enough qualified staffs in dealing with problems of the

customers. There is limited parking space in the hospital compound and thus it is a bit difficult to get the parking. It is the custom of Myanmar people to visit the customer s to the hospital instead of sending flowers and wishes by cards and thus the hospital needs the parking space to be large enough for them. The waiting time of the hospital is also the common problem in Myanmar hospital. The respondents think that the hospital is not clean enough as they expect and the hospital is not well furnished and decorated. They do not think that the staffs provide prompt response to customer s' request and problems and also the waiting time at the hospital. They also experience that the parking place of the hospital is not convenient. The hospital does not seem to be clean enough to satisfy the customers. The hospital may not employ enough cleaning staffs or the staffs are not doing their jobs properly or may be lack of Quality control system. The equipment, furniture and decoration of the hospital are not updated enough comparing to the luxury hospitals.

When looking at the expected service quality from the customers, the respondents are expected most on the fact that the hospital keeps customer s' medical records and its mean score is 4.00. This can be the reason of the image and goodwill of CMMH hospital because this hospital is the only one private hospital in that area and customer s believed on proper medical record system. After the respondents come to the hospital for the treatment, the highest perception is the environment of the hospital is in hygienic condition and its mean score is 4.12. The lowest mean score of the perceived service quality is 3.52 and it is about the question of the cleanliness of the hospital. So the respondents do not think that the hospital is not clean enough to satisfy the customers.

Table 5.4 Top Most Gap between Perceived and Expected Service Quality

Ranking	Questions	Service Factors (P-E)
1	Staffs provide prompt response to customer request and problems	Responsiveness
2	Nurses are polite when they communicate with you and your family	Empathy

Table 5.4 Top Most Gap between Perceived and Expected Service Quality (cont.)

Ranking	Questions	Service Factors (P-E)
3	Staffs give you individual attention and care according to your personal needs	Empathy
4	The administration staffs handle quickly and efficient way	Responsiveness
4	Staffs are willing to help customer s	Responsiveness
5	Parking should be convenience	Tangibility
5	Staffs know what your needs	Empathy
5	The hospital is well furnished and decorated	Tangibility

When comparing the expectation of the respondents before coming to the hospital and the perception of the respondents after they have been received service from hospital, the respondents are not satisfied with responsiveness, empathy and tangibility factor of the hospital. The questions concerned with responsiveness are whether staffs provide prompt response to customer request and problems, whether the waiting time Is acceptable, whether   m the administration staffs handle quickly and efficiently and whether staffs are always willing to help customer s. Due to the scarcity of the skilful staffs, the staffs cannot give individual attention and care and they also cannot handle the administrative work quickly and efficiently. The respondents do not satisfied most on the fact that the staffs provide prompt response to customer s request and problems. They also think that nurses are not polite enough in communicating customer s and their family and staffs do not give individual attention and care when they are needed. Administration staffs also cannot handle quickly and efficiently and it may be due to work overload in times of high season like rainy season.

The questions related to empathy factor are whether the staffs know customers' needs, whether the nurses are given attention to the customers, whether the nurses are polite when communicating with customer s and their family and whether the staffs give customer s individual attention and due care. In Myanmar, most of the doctors and nurses do not think that they are serving the customer s. They just think that they are the saviour for the customer s and it leads them to less polite manner when communicating

with customer s and their family. In addition, they experience that the staffs do not know their needs. In addition, lack of skills in dealing with their profession leads to high gap in empathy factor. The nurses and staffs also don't know the manner of politeness.

The questions related to tangibility factor are whether the hospital is clean, whether the hospital is well furnished and decorated, whether the parking is convenient, whether the environment of the hospital is in hygienic condition and whether the equipment are up to date. The hospital also needs to be well furnished and decorated since the hospital is in the stage of extension and they lag behind the furniture and decoration to keep up to date. Parking place provided by hospital also have limited space. The respondents think that the hospital is not well furnished and decorated and the parking is not convenience enough to provide customer satisfaction.

For the discussion of five service quality factors and the impact of customer satisfaction,

Table 5.5 Hypothesis Discussion

Hypothesis	Result (Accept/Reject)
H1:Tangibility has positive impact to Customer Satisfaction	Accept
H2:Assurance has positive impact to Customer Satisfaction	Reject
H3:Reliability has positive impact to Customer Satisfaction	Accept
H4: Empathy has positive impact to Customer Satisfaction	Reject
H5:Responsiveness has positive impact to Customer Satisfaction	Accept

The result from regression analysis for the relationship between service quality perception and customer satisfaction shows that among five service quality factors, assurance and empathy factors are the factors that have impact on customer satisfaction which is the hypothesis 2 and 4. In accordance with the gap analysis between customer perception and customer expectation, empathy service factor is also in place followed by responsiveness and tangibility service factors.

Under assurance factors which is the 2nd hypothesis testing whether assurance factor has positive impact to customer satisfaction, the result shows that it is rejected

and under this testing, the questions are whether all the test reports are accurate, whether the doctors are expert and skilful and whether customers feel secure in receiving services from staffs. Since it is concerned with the treatment of the customers, it is most important to have assurance factor. If the test reports are not accurate and the doctors are not expert and skilful enough to cure the customers, it will lead to wrong decision on the treatment of the customers. In addition, the customers need to feel secure in receiving services from the staffs because they come to the hospital with helpless mind and warmly relationship is important for them. It is also the same as the study of Awuaj Peprah (2014) as this study shows assurance as an important factor.

Under empathy factor which is the 4th hypothesis testing which is the testing of whether empathy factor has positive impact to customer satisfaction, the result shows that is rejected and under the empathy factor, the questions are whether the staffs know customers' needs, whether the nurses are given attention to the customer s, whether the nurses are polite when communicating with customer s and their family and whether the staffs give customer s individual attention and due care. Since the customer s come to the hospital not knowing what to do and how they can be recovered from their health problems, it is a must for the staffs to know customer s' needs so that the customer s can release in helpless mind. The customer s are the ones who feel unease from their health problems; they want the nurses to give individual attention and polite manner. The study is in line with the study of the customer satisfaction at Sunyani Regional Hospital by Augustine AwuajPeprah (2014) which shows empathy that empathy is the most important factor among the service quality.

It is in contrast with the study of Awuaj Peprah ;2014 because this study shows reliability as an important factor. It is also in contrast with the study of Hardy et al. (1996); Hair (1998); Taylor (1994) since this study shows tangibility as important factor.

However it fails to reject hypothesis 1 which is Tangibility because the hospital is just extension and new customers are already satisfied of this service factor. For the hypothesis 3 which is Reliability factor does not have impact and the reason for it is that hospital is using computerized system so that they feel reliable for the service of the hospital. As for the responsiveness factor which is hypothesis 5, the hospital has experienced staffs and not much new staffs so that when patient ask information, the

staffs can response quickly. This leads to the fact that this service factor does not have impact to customer satisfaction.

5.2 Recommendation

The hospital should emphasize on the Empathy service factor since it is also relate to customer satisfaction. Here also the expectation and perceived results of the Empathy shows negative gap which can affect customer satisfaction. Among the empathy factors, customers mention that nurses are not polite when they communicate with them and their family, staffs do not give individual attention and care according to personal needs and even staffs do not know their needs. In every hospital, the most dealing staffs with the customers are nurses and front line staffs so this may be common complaints among the customer s that is not satisfied with hospitals.

First part is Assurance factor which deals with the medical professionals. Hospital management need to check CV of the doctors, their year of experiences and license of the doctors to make sure of their expert and skills. However, to make test report accurate and make customer secure on receiving CMMH services, the hospital already have proper computerized and manual record systems that customers can see easily and so in customer survey, it takes top five most service perceived. In addition, researcher would like to suggest CMMH hospital to make sure about the assurance in advertising which customer can easily notice (e.g.; put poster at the elevator for available computerized services from the hospitals, availability of experienced and skilful doctors from hospital, etc.)

Secondly, the researcher suggests Chan Myae Myitta Hospital to do the training to the staffs especially to the front line office staffs which include receptionists, nurse aid, and cashiers. As they are the most dealing to the customer and need to improve their skills, researcher suggest to do the training for the title "Empathy and communication" engaged by external trainers for the first time and evaluate the training effectiveness after that. Moreover, CMMH need to set up monthly, quarterly or yearly training plan and evaluation plan for the staffs to improve the customer satisfaction. In addition to the training, the management consultant team will be hired external trainers in September to train all the staffs to know how to handle the customers' problems with due care. In

this training, the training outline are: understanding the empathy, recognizing emotions, better communication, reading body language, a model for better listening, how to communicate compassion when there is no passion, the effectiveness and result of politeness. The external trainers will come to CMMH hospital for two half day training for two shifts of staffs.

Thirdly, CHHM need to do the KPI for each of the staffs and make reward or fine policy plan accordingly. For example, the best department or the best staff reward will hang the picture of the best staffs or department on the board on a monthly basis. The above ideas are all Human Resource Management jobs so human resource management department need to handle or plan and take approval from the management team and then announce to the staffs to motivate staffs as well as getting customer satisfaction among competitors.

Fourth suggestion for CMMH hospital is concerned with the service factor "Responsiveness" which is also top of the highest gap between customer perception and expectation. Even though this factor is not impact to customer satisfaction, after this research, researcher find out that this will be future impact to customer satisfaction. From the survey result, CMMH staffs do not provide prompt response to customer request and problem and also administration staffs cannot handle quickly and efficient way and the staffs are not willing to help customers. After the researcher interviewing with the responsible person (head of nurse of each floor), the answer is because there is only on the job training and not proper training or not explanation about reward or punishment systems even in orientation day. So researcher would like to suggest internal training for the staffs (nurse aid, reception and cashier) at the orientation day as well as proper on job training rather than just do it mind set.

In terms of Demographic factors, the hospital cannot choose their customers to come which age level, which education background but they can provide some environment to attract different demographic levels. It can be possible for the hospital to address different needs of different age level to achieve customer satisfaction. For instance, mother care attention from nurses and staffs are needed for the children and the hospital may decorate some rooms to be as a playground. Differing in occupation, education and income level have different level of needs and wants and so as the customer satisfaction. The hospital needs to investigate ways to fulfil their specific needs of the

customer in advance to improve customer satisfaction, thereby resulting in customer loyalty. It is the customs of Myanmar to visit and see the customer s instead of sending flowers and wishes letters. Due to this fact, customer s with high income level may need luxury rooms to show off and do not pay attention to the high room charges. It is obvious that the hospital can provide those needs.

5.3 Limitations and Further Research

This study only used 5 dimensions to assess the service quality of the hospital and other service qualities are left out to assess the customer satisfaction. In addition, the overall satisfaction of the customer is used to measure the customer satisfaction.

Only the respondents from the Chan Myae Myitta Hospital are surveyed in this study and not from other hospitals. That is why this study can only assess the connection of the service quality provided by Chan Myae Myitta Hospital and its customer satisfaction. Moreover, the service quality of Chan Myae Myitta Hospital and those of other hospitals are not compared and thus it cannot be said that Chan Myae Myitta Hospital is providing the better service than its competitors. The other limitation of the research is that there has been a very limited time frame because this research is done only in two months survey to get the result from the respondents. Actually, it is not the enough time frames and it may not cover the period that the hospitals are really facing difficulties.

In addition, the research concentrates only on a service industry and focuses only on one hospital, the results and conclusions of this research represents only for the specific service industry and cannot be used for other industry.

This research was conducted to find out the service factors affecting customer satisfaction in private hospital. This research study only focus on a private hospital with small size, only 100 bedded hospital. It is advised to make further research on larger private hospital and some international hospitals since customer perceptions cannot be the same. Moreover, this study left out the government hospital and hence further study should pay attention on government sectors.

Further study should be focused on larger sample size to strengthen the results of the research. The greater the sample size, the more accuracy of the result is. One limitation of the present research is time limitation, only one month period. Further

study is advised to expand the time frame. In addition, this research left out technical measurements and some functional variables like security and religious needs so that they should be added in the next research. Besides, this study focus on overall customer satisfaction and so specific customer satisfaction is advised to include in further research.

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APPENDICES

Appendix A: Questionnaire

Questionnaire of Paper

Questionnaire for the Study of service factors affecting customer satisfaction in private hospital: A case study of Chan Myae Myitta Hospital in Myanmar

The questionnaire is a part of independent study for Master of Management (International program in healthcare and wellness management), College of Management, Mahidol University and this takes only 5-10 minutes to answer the questions.

The questionnaire is divided into 2 sections. Each section contains a direction for completing the questionnaire. Please provide the most accurate answer. Your provided answer and information will be kept anonymous and confidential

Section 1: Demographic data

Section 2: Service Quality

The participant has the right to withdraw from the project anytime without prior informing needed. No participation or withdrawal will not affect your work or services at all

Clicking this button indicate

Section 1: Demographic Questions

1. What is your gender?

   ☐ Male

   ☐ Female

2. What is your age?

   ☐ 10 – 20

   ☐ 20 – 30

   ☐ 30 – 40

   ☐ 40 – 50

   ☐ 50 – and above

3. What is your occupational level?

☐ Employer

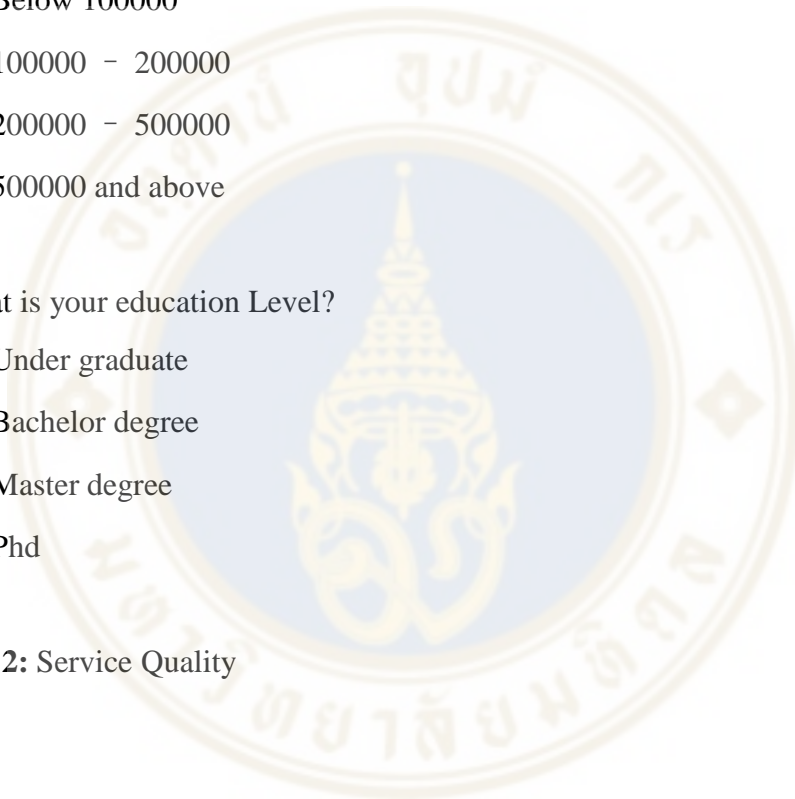☐ Employee

☐ Self-employed

☐ Un-employed

4. What is your income per month?

☐ Below 100000

☐ 100000 – 200000

☐ 200000 – 500000

☐ 500000 and above

5. What is your education Level?

☐ Under graduate

☐ Bachelor degree

☐ Master degree

☐ Phd

Section 2: Service Quality

No	Service Quality Questions	Before Visit (Expectation)					After Visit (Perceived)				
		Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree	Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
	Tangibility										
5	The hospital is clean										
6	The hospital is well furnished and decorated										
7	Parking should be convinence										
8	The environment of the hospital is in hygienic condition										
9	The equipments are up to date										
	Responsiveness										
10	Staffs provide prompt response to patient request and problems										
11	The waiting time is acceptable										
12	The administration staffs handle quickly and efficient way										
13	Staffs are always willing to help patients										
	Empathy										
14	Staffs know what your needs										
15	The nurses are given attention to the patients										
16	Nurses are polite when they communicate with you and your family										
17	Staffs give you individual attentionand care according to your personal needs										
	Assurance										
18	All the test reports are accurate										
19	The doctors are expert and skillful										
20	Feel secure in receiging services from the staffs										
	Realibility										
21	Hospital Bills are accurate										
22	Staffs solve patient problems with sincerity										
23	Hospital keep patients medical records										
24	waiting time relative to appointment time or scheduled time for a service										
	Customer Satisfaction										
25	I will Share about the hospital good service to others										
26	Williness to return to this CMMH hospital										
27	I'd prefer CMMH hospital even if other hospitals are cheaper										
28	If I need to go to a hospital again, I'd go to CMMH hospital.										