

TABLE OF CONTENTS

Page of Title	i
Approval Page	ii
Legalization Page	iii
Acknowledgements	iv
Table of Contents	vi
List of Tables	ix
List of Figures	x
List of Appendices	xi
Abstract (In English)	xii
Abstrak (In Indonesia)	xiii
CHAPTER I: INTRODUCTION	1
1.1. Study Background	1
1.2. Problem Identification	5
1.3. Problem Formulation	6
1.4. Problem Limitation	6
1.5. Research Objectives	7
1.6. Research Contributions	8
1.7. Definition of Terms	9
CHAPTER II: REVIEW OF RELATED LITERATURE	10
2.1. Theoretical Review	10
2.1.1. The Nature of Hospital	11
2.1.2. The Nature of Health Care Service Quality	13

2.1.3. Quality Measurement	17
2.1.4. Service Quality Parameters	21
2.1.4.1. SERVQUAL Method.....	22
2.1.4.2. The Gap Model	22
2.1.5. Concept of Customer Value.....	23
2.1.6. Concept of Customer Evaluation	24
2.2. Theoretical Framework	26
2.2.1. The Nature of Quality	26
2.2.2. Total Quality Service (TQS).....	30
2.2.2.1. The Focuses of Total Quality Service (TQS).....	32
2.2.2.2. Conceptual Model of Service Quality.....	34
2.2.2.3. The Benefits of Total Quality Service (TQS)	36
2.2.3. Customer Service And Customer Satisfaction	37
2.2.3.1. Value Creation And Value Adding.....	37
2.2.3.2. Customer Satisfaction	38
2.3. Hypothesis Formulation	39
<hr/>	
CHAPTER III: RESEARCH METHOD.....	40
3.1. Research Method.....	40
3.2. Research Subject	40
3.3. Research Setting.....	42
3.4. Research Instruments	42
3.4.1. Validity.....	43
3.4.2. Reliability	47

3.5. Research Variables	49
3.6. Research Procedures	49
3.7. Technique of Data Analysis	50
3.7.1. Descriptive Analysis.....	50
3.7.2. Quantitative Analysis.....	51
CHAPTER IV: RESEARCH FINDINGS, DISCUSSION AND	
IMPLICATIONS.....	
4.1. Research Description.....	55
4.1.1. Characteristics on Gender	55
4.1.2. Characteristics on Age.....	56
4.1.3. Characteristics on Education.....	57
4.1.4. Characteristics on Occupation.....	58
4.1.5. Characteristics on Income	59
4.2. Research Findings	59
4.2.1. First Hypothesis	60
4.2.2. Second Hypothesis.....	68
4.3. Implications.....	69
CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS.....	
5.1. Conclusions.....	72
5.2. Recommendations.....	74
BIBLIOGRAPHY	75
APPENDICES.....	77

LIST OF TABLES

Table 2.1: Approach, Technique, and Criterion of Service Quality Measurement	19
Table 3.1: Result of Validity Test on Questionnaire's Section I (Quality)	45
Table 3.2: Result of Validity Test on Questionnaire's Section II (Performance)	46
Table 3.3: Result of Validity Test on Questionnaire's Section III (Satisfaction)	47
Table 3.4: Result of Reliability Test on Questionnaire's Section I (Quality)	48
Table 3.5: Result of Reliability Test on Questionnaire's Section II (Performance)	48
Table 3.6: Result of Reliability Test on Questionnaire's Section III (Satisfaction)	48
Table 4.1: Respondents' Characteristics Based on Gender	55
Table 4.2: Respondents' Characteristics Based on Age	56
Table 4.3: Respondents' Characteristics Based on Education	57
Table 4.4: Respondents' Characteristics Based on Occupation	58
Table 4.5: Respondents' Characteristics Based on Income	59
Table 4.6: Summary of Linear Regression Analysis	61

LIST OF FIGURES

Figure 2.1: Function and Objective of Health System	14
Figure 2.2: Service Quality in Hospital	21
Figure 2.3: Factors Affecting Purchases and Consumptions of Products	24
Figure 2.4: The TQS System.....	31
Figure 2.5: Measurement in Excellent Services Cycle	33
Figure 2.6: Gap Model Analysis.....	36
Figure 2.7: The Service Triangle.....	38



LIST OF APPENDICES

Appendix I: Research Questionnaire Form	77
Appendix II: Research Data Recapitulation	83
Appendix III: Validity and Reliability Test.....	93
Appendix IV: Statistical Calculation Result.....	115
Appendix V: Statistical Tables	120
Appendix VI: PKU Muhammadiyah Hospital's Performance	123
Appendix VII: Research Permission Statement	127
Appendix VIII: About PKU Muhammadiyah Hospital Yogyakarta	128
Appendix IX: Research Location Map.....	133

