Abstract

The development of hospitals in Indonesia is growing very rapidly and plays a very important role in realizing a healthy Indonesian society. The development starts from sophisticated technology, adequate facilities and forms of service. This is related to the increasing need of the community in using health services. Competition in the health services industry in Indonesia has become more competitive and is competing to provide health services that aim to satisfy consumers. This study was conducted to determine whether or not there was a difference in the quality of care from private hospitals and public hospitals in the Bandung area. By using quantitative methods with descriptive research types. Sampling is done by nonprobability sampling method of purposive sampling type, with the number of respondents as many as 100. The data analysis technique used is comparative analysis of Whitney. Based on the results of the test, it was found that there was a difference in the quality of service between Al-Ihsan General Hospital, Bandung and Muhammadiyah Hospital, Bandung.

Keywords: Service Quality Comparison, Mann Whitney Comparative Analysis.