



**THE IMPACT OF SERVICE QUALITY ON CUSTOMER CHOICE
TOWARDS PRIVATE HOSPITAL: A CASE STUDY IN USAINS**

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ABSTRACT

This title of this research is “The Impact of Service Quality on Customer Choice towards Private Hospital: A Case Study in USAINS”. The purpose of this study is to identify the relationship between service quality in term of reliability, tangible, and empathy dimension on customer choice. This purpose of study is link with the research objectives which are to identify the impact of reliability to the customer choice, to identify the impact of tangible to the customer choice, and to identify the impact of empathy to the customer choice. The data for this study were collected using questionnaire that has been distributed to 50 respondents who are patients at USAINS. In order to answer the research objectives and hypothesis that has been made, the researcher uses multiple regression analysis to analyze the data that has been collected. The result has answer the research objectives and research hypothesis which all the factors which are reliability, tangible, and empathy have significant relationship with customer choice.