

**PATIENTS' EXPECTATION AND PERCEPTION  
ON HOSPITAL SERVICES AND INFLUENCING  
FACTORS ON HOSPITAL QUALITY AMONG  
PUBLIC AND PRIVATE HOSPITALS IN  
YANGON REGION**

**THAN NAING HTUT  
M.B.,B.S, MPH, MHM, MIPH**

**PhD (PUBLIC HEALTH)  
UNIVERSITY OF PUBLIC HEALTH  
YANGON  
2019**

## **ABSTRACT**

Quality is the most important factor in the success and sustainability of any healthcare organizations. However, resources and knowledge required to drive the quality implementations are often lacking among developing countries including Myanmar. A cross-sectional mixed-method study was conducted, aiming to assess patients' expectation and perception on hospital quality and to identify influencing factors for hospital quality in both public and private hospitals in Myanmar. Total (440) patients or their attendants from (3) public hospitals and (3) private hospitals were interviewed, using pre-tested, structured SERVQUAL questionnaires. Six focus group discussions (FGD), (19) key informant interviews (KII) and (6) in-depth interviews (IDI) were conducted among public and private healthcare providers and patients, during 2018 and 2019. The findings showed that mean expectation from private hospitals in all dimensions of tangibles, reliability, responsiveness, empathy and policy/process were significantly higher than those of public hospitals. Mean perception from private hospitals in four dimensions were also significantly higher than public hospitals with the exception of reliability dimension showing absolute perceived quality was higher in private hospitals. However, when gap differences were calculated, positive gap scores of all five dimensions were higher in public hospitals showing that expectations have been exceeded more in public hospitals. Overall patient satisfaction of both public and private hospitals was generally high since more than (90 %) of participants responded that they will recommend the specific hospital. There was no significant difference between public and private hospitals concerning patient satisfaction. In multivariate logistic regression, four variables namely age, income, religions and current hospital days were associated with high satisfaction. When factors affecting hospital quality were asked in quantitative study, physical structure such as toilet, bathrooms, beds, equipment and buildings, sanitation, communication and costs were identified as the most influenced factors. Factors influencing hospital quality were also explored in qualitative study and (i) hospital related factors such as hospital policy/process, budget, infrastructure and medicine, clinical care, hospital services, (ii) provider related factors such as human resource, leadership/governance, communication, (iii) social/environmental

related factors such as social and cultural issues, health system, and (iv) patient related factors were expressed as influencing factors for hospital quality from both provider and patients perspectives. These findings can be used in the hospital quality improvement initiatives and plans in Myanmar.

Key words: Hospital quality, patient satisfaction, SERVQUAL, Public, Private