

## **ABSTRACT**

*Hospital according to WHO (World Health Organization) is an integral part of a social and health organization with the function of providing comprehensive (comprehensive), disease healing (curative) and disease prevention (preventive) services to the community. is critical to the success of a service company. Service quality is one of the ways of working for companies that are trying to make continuous quality improvements to the processes, products and services produced by the company. The purpose of this research is to know the image of RSUD dr. Soedono Madiun in the eyes of the surrounding community and to find out the excellent service provided by RSUD dr. Soedono Madiun to the surrounding community. Qualitative research in writing is structured inductively, which begins with individual meaning and translates to the complexity of a problem. The results showed that the image and excellent service of RSUD Dr. Soedono Madiun in the eyes of the surrounding community is quite good. This is because the service to patients is considered to be faster and more effective, the pharmacist's service is fast, the employees do not differentiate between general patients and BPJS patients and the nurse's response is categorized as fast in dealing with patient complaints. Soedono Madiun in the form of controlling or checking on patients regularly and periodically.*

*Keywords : Public Service, Excellent Service, Hospital,*