

## SUMMARY

# ANALISIS KEPUASAN PELANGGAN TERHADAP KUALITAS LAYANAN PENUMPANG SAKIT DI SBU GARUDA SENTRA MEDIKA JAKARTA

Analysis of Customer Satisfaction for Service Quality of Sick Passangers Handling at SBU Garuda Sentra Medika Jakarta

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**Subject** : ANALISIS KEPUASAN PELANGGAN TERHADAP KUALITAS LAYANAN PENUMPANG SAKIT DI SBU GARUDA SENTRA MEDIKA JAKARTA

**Subject Alt** : Analysis of Customer Satisfaction for Service Quality of Sick Passangers Handling at SBU Garuda Sentra Medika Jakarta

**Keyword :** : Kepuasan Pelanggan; Kualitas Layanan; Penumpang Sakit

### Description :

Latar belakang penelitian ini adalah perubahan paradigma di SBU Garuda Se ntra Medika dari operasional fokus ke customer fokus dan dari unit cost ke revenue center. Penelitian ini bertujuan untuk mengetahui Sejauhmana Mutu Pelayanan Penanganan Penumpang Sakit di unit Kerja Travel Clinic SBU Garuda Sentra Medika memenuhi kebutuhan dan harapan pelanggan sebagai pengguna jasa, terutama berkaitan dengan Standarisasi yang sudah baku serta penerapannya dilapangan dalam memenuhi kebutuhan dan kepuasan pelanggan untuk peningkatan terus (continual improvement) dalam hal Penanganan pe numpang sakit.

### Description Alt:

The Background of this research is change of paradigm from operational focus to Customer focus and from unit Cost to Revenue centre at SBU Garuda Sentra Medika. The objective of this research is to know how far is the quality of medical service for sick passangers at the Travel Clinic Unit of SBU Garuda Sentra Medika in fulfilling the demand and expectation of the Garuda passengers as the users of the medical service, the goal of this research is to improve customer satisfaction and standardization of sick passangers.

**Date Create** : 23/11/2013

**Type** : Text

**Language** : Indonesian

**Identifier** : UEU-Master-199901036

**Collection** : 199901036

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