

## SUMMARY

# KUALITAS PELAYANAN KESEHATAN DAN KEPUASAN PELANGGAN DI UNIT GAWAT DARURAT RUMAH SAKIT UMUM ANNISA TANGERANG

Created by Kiyato

**Subject** : FASILITAS, PELAYANAN KESEHATAN, KEPUASAN PELANGGAN

**Subject Alt** : HOSPITAL, HEALTH SERVICES, CUSTOMER SATISFACTION

**Keyword** : KESEHATAN; PELAYANAN; KEPUASAN

### **Description :**

UGD RSUD Annisa adalah salah satu fasilitas pelayanan kesehatan yang memiliki standar pelayanan minimal

Rumah

Sakit (RS) sesuai

ketentuan Direktorat

Jenderal

Bina

Pelayanan Medik

Departemen

Kesehatan

Republik Indonesia

(Dir.Jend

YanMed, DEPKES

RI)

tahun

2008. Tujuan

penelitian

ini

secara

umum

untuk

memperoleh

gambaran

faktor-faktor

yang

berpengaruh

terhadap

kepuasan

pelanggan

terhadap

pelayanan

yang

diberikan

UGD

RSU

Annisa Tangerang,

yang meliputi responsive, reliability, assurance, emphaty dan tangible. Untuk menganalisa masalah

tersebut maka digunakan metode survey dan metode analisa regresi linear berganda. Hasil penelitian menggambarkan bahwa faktor responsive berpengaruh terhadap kepuasan pelanggan

sedangkan faktor-faktor lain yaitu : reliability, assurance, emphaty dan tangible tidak berpengaruh

terhadap kepuasan pelanggan. Hasil penelitian ini dapat memberikan masukan kepada manajemen

RSU Annisa  
untuk meningkatkan kualitas  
pelayanan  
dengan  
cara  
meningkatkan  
kecepatan  
dan  
tanggap  
dalam  
memberikan  
pelayanan  
di  
UGD.

### **Description Alt:**

Annisa Hospital emergency room is one of health care facilities according to minimum health service standard of the Hospital (RS) issued by Directorate General of Medical Services, Ministry of Health of the Republic of Indonesia in 2008. The purpose this study is to ascertain factors that influence customer satisfaction with health services provided by Annisa Tangerang General Hospital ER. These factors include

responsive,  
reliability,  
assurance,  
emphaty  
and  
tangible.

Statistical analysis  
applied  
in the  
survey  
to

analyze  
the problem  
was linear  
regression.

The  
result  
describes  
that  
responsive  
factor is  
the only  
factor

that  
influence customer  
satisfaction. While  
reliability,  
assurance, emphaty,

and  
tangible  
has  
not been an

evidence  
to influence  
customer  
satisfaction. Results  
of this  
research provide  
recommendation  
to General

Hospital  
Annisa  
Tangerang  
management  
in  
the improvement  
of the health  
service  
quality  
in the ER  
General  
Hospital  
Annisa Tangerang  
with more  
focus to  
the  
prompt  
health services.

**Date Create** : 10/01/2014  
**Type** : Text  
**Format** : pdf  
**Language** : Indonesian  
**Identifier** : UEU-Journal-AM07012011\_Kiy  
**Collection** : AM07012011\_Kiy  
**Source** : Puspen Jurnal UEU  
**Relation Collection** Universitas Esa Unggul  
**COverage** : Civitas Akademika Universitas Esa Unggul

**Right** : Copyright@2014 Puspen Jurnal UEU

**Full file - Member Only**

If You want to view FullText...Please Register as MEMBER

**Contact Person :**

Astrid Chrisafi (mutiaraadinda@yahoo.com)

Thank You,

Astrid ( astrid.chrisafi@esaunggul.ac.id )

Supervisor