

SUMMARY

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

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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.

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