

ABSTRACT

Ermayani, *Determinations of Service and Socialization in Health Industry : Case on Social Savety Net Program in RSUD Tarakan Health Division, Jakarta*. Thesis : Graduated Program, Indonusa Esa Unggul University, Jakarta.

The objective of this research are want to know the determinants of two variables as the main problems in implementation of JPSBK at RSUD Tarakan: the service quality and medicine quality, and the sosialization quality for JPSBK. Descriptive and Kausal desain to be used in this research.

Data are collected by using questionnaire for 107 respondents. They were patient's family. All the data are analized by SPSS software package. The results of this research are :

1. The determination between variable of patients satisfaction on service and its all dimensions are significant.
2. The influence of each dimention to the variable of service satisfaction in regression model is :
$$Y = -0,289 + 0,179 X1 + 0,191 X2 + 0,234 X3 + 0,417 X4 + 0,074 X5$$
3. The determination between variable of patients satisfaction on medicine quality and its all dimensions are significant.
4. The influence of each dimention to the variable of medicine satisfaction in regression model is :
$$Y = -0,167 + 0,492 X1 + 0,572 X2$$
5. The determination between variable of patients satisfaction on socialization of JPSBK and its all dimensions are significant.
6. The influence of each dimention to the variable of socializations satisfaction in regression model is :
$$Y = 0,432 + 0,243 X1 + 0,541 X2$$
7. The relationship between respondents characteristics and three variables in this research are significants.