

ABSTRAK

Jenni Irma Hutagaol. *Kualitas Pelayanan Kesehatan dan Kepuasan Pasien Poli Kebidanan Umum dan Eksekutif di RSAB Harapan Kita.* (dibimbing oleh Tumari Jatileksono).

RSAB Harapan Kita mengalami penurunan kunjungan pasien rawat jalan yang signifikan. Tujuannya penelitian ini menganalisis variabel yang paling dominan dan pengaruh kualitas pelayanan terhadap kepuasan pasien di poli kebidanan umum dan eksekutif. Metode penelitian adalah regresi linier berganda. Populasi penelitian seluruh pasien poli kebidanan umum dan poli kebidanan eksekutif yang berobat pada bulan Mei-Juli 2014. Sampel penelitian ini adalah pasien poli umum dan eksekutif. Teknik pengambilan sampel adalah *purposive sampling*, dengan 200 responden. Hasil penelitian menggambarkan pasien poli kebidanan umum puas, namun variabel *reliability* dan *emphaty* tidak berpengaruh terhadap kepuasan pasien poli eksekutif. Variabel *tangible* dengan Beta Coefficient 0,370. Poli kebidanan eksekutif menunjukkan variabel yang dominan adalah *tangible* dengan Beta Coefficient 0,351. Dari hasil penelitian disarankan RSAB Harapan Kita untuk meningkatkan kualitas pelayanan poli kebidanan eksekutif untuk variabel *reliability* dan *emphaty*. Kualitas di poli kebidanan eksekutif perlu dipertahankan.

Kata Kunci : Kualitas Pelayanan, Kepuasan Pasien

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Jenni Irma Hutagaol. Quality Health Services and Customer Satisfaction at General Obstetrics and Executive RSAB Harapan Kita. (Supervisor by Tumari Jatileksono).

RSAB Harapan Kita were significant decreased outpatients visits a previous year. The aim of this study to analyze the most dominant variable and influence of service quality on patient satisfaction at general obstetrics and executives. The research method is multiple linear regression. Population is patients poly general obstetrics and midwifery poly executives who seek treatment in May-July 2014 sample of this study is general and executive poly patient. The sampling technique was purposive sampling, with 200 respondents. Results of a portrait study of poly obstetric patients generally satisfied, but variable reliability and empathy has no effect on patient satisfaction poly executive. Tangible variables with Beta Coefficient 0.370. Poly executive obstetrics shows that the dominant variable is tangible with Beta Coefficient 0.351. From the results of the study suggested RSAB We hope to improve the quality of obstetric care poly executive for variable reliability and empathy. Quality in obstetrics poly executives need to be maintained.

Keyword: Service Quality, Patient Satisfaction

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