PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PASIEN DI RUMAH SAKIT UMUM QUEEN LATIFA

Dani Sahirul Alim
Hospital Management Study Program, Muhammadiyah University Yogyakarta
Jl. Lingkar Selatan, Tamantirto, Kasihan, Bantul, Yogyakarta 55183
Email :alimilmuamal@gmail.com
Susanto
Hospital Management Study Program, Muhammadiyah University Yogyakarta
Jl. Lingkar Selatan, Tamantirto, Kasihan, Bantul, Yogyakarta 55183
Email : paksanto1@yahoo.com

INTISARI

Latar Belakang :
Rumah Sakit Umum Queen Latifa adalah Rumah Sakit tipe D yang akan mengembangkan diri menjadi RS tipe C. Untuk dapat mewujudkan RSU tipe C perlu dilakukan penelitian tentang bagaimana tingkat kepuasan pasien terhadap pelayanan kesehatan di RSU Queen Latifa sehingga diperoleh gambaran tentang kualitas layanan rumah sakit.

Metode :
Penelitian ini menggunakan rancangan kuantitatif non eksperimen, dengan desain deskriptif korelasional,

Hasil dan Pembahasan :
Hasil Analisis Regresi Berganda Nilai 0,29 pada variabel tangibles ($X1$) adalah bernilai positif, Nilai -0,24 pada variabel Reliability ($X2$) adalah bernilai negatif , Nilai -0,21 pada variabel responsiveness ($X3$) adalah bernilai negatif, Nilai 0,64 pada variabel assurance ($X4$) adalah bernilai positif, Nilai 0,35pada variabel empaty ($X5$)

Kesimpulan : Kualitas Layanan di Rumah Sakit Umum Queen Latifa Sudah Berjalan dengan baik, baik secara dimensi kualitas tangibles, reliability, responsiveness, assurance, dan empaty.

Kata Kunci : Kualitas Pelayanan, Kepuasan Pasien

THE EFFECT OF SERVICE QUALITY ON PATIENT SATISFACTION AT QUEEN LATIFA GENERAL HOSPITAL

Dani Sahirul Alim
Queen Latifa General Hospital
Jl. Siliwangi No. 118 Mlangi Nogotirto Gamping Sleman 55292
Email: alimilmuamal@gmail.com
Susanto
Hospital Management Study Program, University of Muhammadiyah Yogyakarta
Jl. Lingkar Selatan, Tamantirto, Kasihan, Bantul, Yogyakarta 55183
Email: paksanto1@yahoo.com

ABSTRACT

Background:
Queen Latifa General Hospital is type D hospital that will be developed to be type C hospital. It needs to do the research about how the level of patient satisfaction towards the service of Queen Latifa General Hospital so that it is able to know about quality of hospital service in order to be type C hospital in the future.

Method:
This research uses non-experimental quantitative design, with descriptive regression design,

Results and Discussion:
The results of Multiple Regression Analysis Value of 0.29 on tangibles variable is positive, the value of -0.24 in Reliability variable is negative, the value of -0.21 on responsiveness variable is negative, the value of 0.64 on assurance variable is positive, and the value of 0.35 on the empathy variable is positive, so that it can be concluded that the higher the quality of empathy, the higher the patient satisfaction will be.

Conclusion:
The service quality at Queen Latifa General Hospital has been running well in terms of quality of tangibles, reliability, responsiveness, assurance, and empathy.

Keywords: Service Quality, Patient Satisfaction