

RINGKASAN SKRIPSI

A. Judul ; "Analisis Kepuasan Pasien Rawat Inap Dilihat Dari Dimensi Pelayanan Di RS. Bhayangkara Semarang".

B. Nama Penulis ; Sulistyو Hudi Prasetyo

C. Abstraksi

THE ANALYSIS OF THE SATISFACTION OF THE STAY OVERNIGHT PATIENT EVALUATED FROM THE DIMENSION OF THE SERVICE QUALITY OF BHAYANGKARA HOSPITAL

The successfulness of health development determine the effort of the increasing of the human resource quality, the most important aspect is the quality and the reachableness of health services. The hospital not only maintains its excellence competence such as; product, price, place, and promotion factors, but also develops its services which give the satisfaction of the hospital consumer, and maintains its loyalty. The consumer satisfaction can be in the form of the frequency of service usage and the forwarding information to the others which is able to profit the hospital.

The Semarang Bhayangkara hospital is one of the POLRI hospitals in Semarang, which try to give the health services, especially for the POLRI members and for the public in general. For the reason, the hospital is necessary to pay attention on some factors, such as; reliability, responsive, confidence, empathy, and tangible. The aims of the research of the Bhayangkara hospital are to know the patient expectation of its services, to know its service performance, and to know the mount of the patient satisfaction of its services seen from the service dimension.

The methodology used in the research is the *Explanatory Research* using questioner as the technique of collecting data. The responder sample is taken by the *Proportional Stratified Random Sampling* technique, which is counted its amount of 98 patients taken from the amount of patient data in 2004. The questioner distribution to the responders uses the *Accidental Sampling* technique which is given to the stay overnight patient installation in the Semarang Bhayangkara hospital.

From the calculation result of the patient satisfaction level, it can be explained that the patient compatibility level on the reliability dimension is 85.34, which means very satisfied, on the responsive dimension is 91.00, which means very satisfied, then the confidence dimension with the patient compatibility level is 104.45, which also means very satisfied and the empathy dimension with the patient compatibility level is 100.6 and the tangible dimension is 74.63, which means quite satisfied.

From the research result about some variable services, it can be concluded that the patient is satisfied with the service performance obtained from the hospital. It is suggested to the hospital to keep improve its services especially on the tangible dimension in the form of facilities and supporter medium for patient satisfaction.

Agreed by the Counsellor Lecturer I
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