

ABSTRACT

Title : **Analysis of Overnigh Health Service Patient Satisfaction on Service at Rumah Sakit Umum Daerah Kota Semarang**
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Existence global economic development recently, encourages service sector development. Both development and service business competition more increasing rapidly and so company which move in health sector such as hospital. There were competing to give the best services in order to reach their patient satisfaction. This research executed in Local Public Hospital, Semarang on Class I A, Class II, and Class III. From obtained data known that there were descents of hospital service using on both class II and III. But there were increasing number of hospital service using on both Class I A and I B. This research was carry out to found the satisfaction differences seen from service dimension that was reliability, perceptive power, empathy and tangible also to found the patient satisfaction level among Class I A, I B, Class II and III.

Sample numbers of this research were about 97 respondents that obtain by using Slovin formula. Sampling collected method in this research was used purposive sampling method.

According to conformity level calculation or consumers satisfaction could conclude that total average of Class I A was 90,41 which means that patient felt satisfied, then on Class I B was 87,42 which means patient was satisfied whereas on Class II was 84,76 patient were unsatisfied and on Class III was 81,27 patient were unsatisfied. Based cross tabulation results for reliability dimension, could be known that majority respondents stated unsatisfied, for perceptive power known that majority of respondents stated very satisfied, for empathy dimension known that majority of respondents stated unsatisfied, for tangible dimension majority of respondents stated satisfied, whereas cross tabulation of fifth dimension, majority of respondents stated satisfied. Chi Square calculation (χ^2) which used was on significance level 5%, therefore for reliability dimension about $16,335 < 16,919$ that H_a was rejected; for perceptive power dimension about $22,916 > 16,919$ that H_a accepted; for assurance dimension about $5,355 < 16,919$ that H_a rejected; for empathy dimension about $6,979 < 19,919$ that H_a rejected, tangible dimension about $18,437 > 16,919$ that H_a was accepted; and for all dimensions about $19,624 > 16,919$ it meant that H_a was accepted. Conclusion of this research was there were no differential of patient satisfaction level seen from reliability dimension, assurance and empathy but there were differential of patient satisfaction level seen from both tangible and perceptive power dimensions; and there were satisfaction differential from fourth of class seen from fifth service dimensions whereas the greatest satisfaction was Class I A, then Class I B, Class II and the lowest was Class III.

Suggestion which could given for hospital was increasing and keep improve service performance especially on both Class II and III, also improve the service which felt important by patient but not get enough attention from organization such as procedure velocity of patient acceptance, accuracy of patient investigation service, accuracy of illness diagnosis by patient, hospital equipment condition, bath room condition, and hospital physical facility condition.

Key word : *satisfaction, service*

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