

INTISARI

Arakian Emanuel, 2013. *Analisis Kinerja Pelayanan dalam Meningkatkan Kepuasan Pasien di Puskesmas Waiwerang, Kabupaten Flores Timur, Nusa Tenggara Timur..* Skripsi. Program Studi S1 Manajemen Rumah Sakit. Fakultas Ekonomi, Universitas Setia Budi. Pembimbing I. Drs. Waluyo Budi Atmoko, MM. Pembimbing II. Ari Subagio, S.E., MM.

Umumnya ketidakpuasan konsumen berkaitan dengan sikap dan perilaku petugas, dokter yang kurang komunikatif dan informatif, lamanya proses masuk rawat, keterlibatan dan kebersihan puskesmas, dan keterlambatan pelayanan dokter dan perawat. Dokter sulit ditemui di lingkungan puskesmas, serta kemudahan mendapatkan informasi dan komunikasi.

Tujuan penelitian ini adalah untuk menguji signifikansi pengaruh kehandalan, daya tanggap, jaminan, empati, fasilitas fisik terhadap kualitas pelayanan yang dipersepsikan pada kepuasan konsumen. Penelitian menggunakan metode survey dengan sampel konsumen Puskesmas Waiwerang, sebanyak 118 responden. Skala yang digunakan untuk mengukur variabel penelitian, yaitu skala likert lima poin. Data dianalisis dengan analisis regresi bertingkat.

Berdasarkan hasil analisis dari kelima variabel diatas, yaitu variabel kehandalan, daya tanggap, jaminan, empati, dan fasilitas fisik, hanya ada tiga variabel yang signifikan yang dimediasi oleh kualitas pelayanan yang dipersepsikan pada kepuasan konsumen, yaitu variabel daya tanggap, jaminan, dan empati.

Kata Kunci: Daya Tanggap, Jaminan, Empati, Kualitas Pelayanan Yang Dipersepsikan, Kepuasan Konsumen.

ABSTRACT

Arakian Emanuel, 2013. Performance Analysis Services in Improving Patient Satisfaction in Clinic Waiwerang, East Flores regency, East Nusa Tenggara. Final Project. S1 Hospital Management Study Program. Faculty of Economics, University of Setia Budi. Supervisor Drs. Waluyo Budi Atmoko, MM. Second supervisor Ari Subagio, S.E., MM.

Generally consumer dissatisfaction related with the attitudes and behavior of workers, less communicative and informative of physicians, duration of admission process, engagement and hygiene clinic, and the doctor and nurse service delay. Doctors are difficult to be found in the clinic, as well as the ease of getting information and communication.

The purpose of this study was to test the significance influence of reliability, responsiveness, assurance, empathy, physical facilities toward perceived service quality to customer satisfaction. Research used survey methods with a sample of clinic Waiwerang consumers, as many as 118 respondents. Measurement scale to the research variables is Likert Scale. Data was analysed with hierarchycal regression analysis.

Based on above analysis of five variables, namely reliability, responsiveness, assurance, empathy, and physical facilities variables, there are only three significant variables were mediated by perceived service quality toward customer satisfaction, which are responsiveness, assurance, and empathy a variables.

Keywords : Responsive, Assurance, Empathy, The Perceived Service Quality, Customer Service.