ABSTRAK


Tujuan dari penelitian ini adalah untuk mengetahui gambaran dan perbedaan pengaruh kualitas layanan yang dilihat dari beberapa dimensi, yaitu tangibles, responsiveness, reliability, assurance, dan empathy terhadap kepuasan dan kepentingan pasien Jaminan Kesehatan Nasional di RSKGM Kota Bandung.

Metode penelitian yang digunakan adalah analitik komparatif dengan desain cross sectional menggunakan instrumen penelitian berupa kuesioner yang berisi 22 pernyataan. Teknik sampling yang digunakan adalah quota sampling dengan jumlah responden 400 pasien dan diuji dengan metode MANOVA.

Hasil penelitian yang didapat menunjukkan bahwa tidak terdapat perbedaan tingkat kepuasan dan kepentingan pasien Jaminan Kesehatan Nasional baik PBI dan Non-PBI terkait kinerja kualitas layanan di RSKGM Kota Bandung.

Kata kunci: Kualitas Layanan, Kepuasan, Kepentingan, Jaminan Kesehatan Nasional, RSKGM Kota Bandung
ABSTRACT

Health services is an effort that is organized to maintain and improve the health status of the community including oral health services. The high cost of health services becomes an obstacle for the community, especially people who cannot afford to get health services. So the government established a National Health Insurance Program for both general and dental health in almost all hospitals. Service Quality will be considered satisfactory if the perception exceeds expectations, the quality of service will be considered good or adequate if the same as expectations, and will be considered bad if the service is bad or less good.

The purpose of this research is to know the picture and the difference of service quality impact seen from several dimensions, namely tangibles, responsiveness, reliability, assurance, and empathy to satisfaction and importance of patient of National Health Insurance in RSKGM Bandung.

The research method was used a comparative analytic with cross sectional design using research instrument in the form of questionnaire which contains 22 questions. The sampling technique used was quota sampling with the number of respondents 400 patients and tested by MANOVA method.

The result of the research shows that there is no difference of satisfaction level and importance of patient of National Health Insurance both PBI and Non-PBI related to service quality performance in RSKGM Bandung.

Keywords: Service Quality, Satisfaction, Importance, National Health Insurance, RSKGM Kota Bandung
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