

Abstract

This study is based on a perceived of the patient dissatisfaction with the services quality by Dr. Hasan Sadikin hospital Banudung. Dissatisfaction was published in several national media, and the interviews showed the persistence of the complaints to the service quality provided. The quality of service is closely associated with patient satisfaction. Due to the quality of service provided hospital very directly influence patient satisfaction. The purpose of this study was to determine the effect of service quality dimensions of service quality are reliability, tangibles, responsiveness, assurance and empathy toward patient satisfaction.

This research used theory service quality of Zeithaml et. al (1990: 19) with independent variables is service quality, consisting of realibility, tangibles, responsiveness, assurance, empathy and the dependent variable is satisfaction.

Using descriptive and causal. Sample in this research were 100 inpatients in Dr. Hasan Sadikin Hospital inpatient units, samples were taken by using Proportionate stratified random sampling method, and the data collected have been analyzed by using statistical techniques descriptive analysis and multiple regression and the hypothesis using the F test and t test.

Service quality of Dr. Hasan Sadikin hospital inpatient units reaches 71.21%. It showed the the category of services quality is good, and the patient satisfaction in Dr. Hasan Sadikin hospital inpatient units reaches 75.12%. It showed the patient was satisfied with the sevice quality that provided by the Dr.Hasan Sadikin hospital inpatient unit.

The results of this research were as follows Reliability, tangibles, responsiveness, assurance, emphaty were significantly and simultantly affecting patien satisfied as 74,5%. And reliability, tangibles, emphaty had significant affected patien satisfied partially.