

ABSTRACT

THE INFLUENCE OF INTERPERSONAL COMMUNICATION CUSTOMER CARE ON PATIENT SATISFACTION AT ORTHOPAEDIC HOSPITAL PURWOKERTO

This research discusses the influence of interpersonal communication customer care to patient satisfaction Orthopedic Hospital Purwokerto. The purpose of this study was to determine how much influence interpersonal communication customer care to patient satisfaction Orthopedic Hospital Purwokerto. The study involved two variables, variables interpersonal communication customer care (X) and variable patient satisfaction (Y). This study uses some relevant theories such as sosial exchange theory, interpersonal communication customer care, and patient satisfaction. The method used in this research is quantitative research with a causal approach. The population in this study is that patients, Orthopedic Hospital Purwokerto by respondents as many as 357 people. In determining the sample used sample random sampling method. While the analysis method used is quantitative methods, simple linear regression analysis, partial hypothesis test (Test T) and the coefficient of determination. The results of this research is interpersonal communication customer care has a significant influence on patient satisfaction by 51.30%, while the remaining 48.70% influenced by other factors not examined in this study.

Keywords: Interpersonal Communication Customer Care, Patient Satisfaction