

ABSTRACT

According to increasing awareness of the importance of health, medical institutions will be required to improve the quality of health services better, not only health care that heals, but also gives satisfaction to consumers. There is a decrease in the percentage of patients in MH Thamrin Purwakarta Hospital, the decreasing is related to the number of complaints against the quality of medical care that most complaints came from outpatients.

Through this research, will be analysed of patient satisfaction with the quality of services provided Thamrin Purwakarta Hospital, to determine of patient satisfaction and what are the factors of satisfaction.

The research was conducted by measuring the expectations and perceptions of each indicator using SERVQUAL dimensions (reliability, responsiveness, tangible, empathy, assurance) that can be analysed a GAP analysis and Importance Performance Analysis.

The results of this research stated that patient assessment of MH Thamrin Hospital services are good enough, but the resulting gap is still negative, meaning that they have not met the expectations of patients to the hospital services. Through this research we can conclude that the MH Thamrin Hospital need to pay attention to the service in order to create the patients' satisfaction with the services provided.

Keywords : Satisfaction, Expectations, Perceptions, SERVQUAL, GAP Analysis ,Importance Performance Analysis.