

ABSTRACT

Bio Pharma Clinic is a clinic that provides health services includes business promotion, prevention and curative (treatment) as well as the health care outpatient level I (examinations by doctors, drug services and vaccinations) for employees, families , contractors, retirees and the employees of corporation. Bio Pharma is the only one vaccine manufacturer to humans in Indonesia and it's the biggest in Southeast Asia that has been dedicated itself in order to produce vaccines and anti-sera of international quality. However, 50% patients complained that promised services not compatible with the desire or willingness and inability to solve customer problems (reliability), 13.3% of patients complained that the medical personnel do not greet and give a smile to the patient (empathy), and 23.3% of patients complained of inaccuracies time (assurance). The purpose of this study was to determine the effect of service quality of Bio Pharma Clinic to the satisfaction of patients at the Bio Pharma Clinic in Bandung. The type of research used in this research is quantitative research that structured. The technique of sampling used in this research is nonprobability sampling, with purposive sampling. By selecting respondents by accidental sampling. The analysis showed that based on the results of the questionnaire data summary regarding the Quality of Service on Bio Pharma Clinic in Bandung is quite good, it is because the average value of 3.68 which is in the interval from 3.40 to 4.19. Based on the recapitulation of the questionnaire data concerning customer satisfaction on Bio Pharma Clinic in Bandung said to be high, it is because the average value of 3.58 which is in the interval from 3.40 to 4.19.

Keywords: *Clinic, Patient Satisfaction, Services Quality*