

ABSTRACT

This study was conducted to determine the effect of Yakes Telkom Clinic West Java Area's service quality to patient satisfaction both simultaneously and partially. The purpose of this research is to know and analyze how the influence of service quality of Yakes Telkom Clinic given to patient satisfaction both simultaneously and partially. This study uses quantitative methods with the type of research used is descriptive and causal research. Sampling used non-probability sampling method of accidental sampling and slovin formula, with 95 respondents. Data analysis techniques used are descriptive analysis and multiple linear regression analysis.

Based on the results of hypothesis test simultaneously, there is a significant influence between Tangibles (X1), Reliability (X2), Assurance (X3), Responsiveness (X4), Empathy (X5) on Patient Satisfaction (Y) Yakes Telkom Clinic West Java Area. Based on the result of partial hypothesis test, Tangibles (X1), Reliability (X2), Assurance (X3), Responsiveness (X4), Empathy (X5) have significant influence on Patient Satisfaction (Y) Yakes Clinic Telkom Area West Java.

Based on Coefficient of Determination obtained that Tangibles (X1), Reliability (X2), Assurance (X3), Responsiveness (X4), Empathy (X5) give 91,8% influence to Patient Satisfaction (Y) Yakes Telkom Clinic West Java Area . The rest of 8.2% is the contribution of other variables that are not examined in this study. Conclusion of this research, service quality of Yakes Telkom Clinic West Java Area have been included in good category, but there are some items that need to be repaired a little like giving service which is not fast, and give service which is not convoluted.

Keywords: *Customer satisfaction, service quality, tangible, reability, assurance, responsiveness, and empathy.*