

ABSTRACT

WAWAN GUNAWAN. NPM. C63201211010: THE EFFECT OF SERVICE QUALITY ON OUTPATIENT SATISFACTION AT THE ARJAWINANGUN REGIONAL GENERAL HOSPITAL CIREBON.

Service quality is the main indicator to evaluate the level of patient satisfaction. The higher the patient satisfaction, the better the quality of health services provided. RSUD Arjawinangun is one of the institutions that provide health services in Arjawinangun District, Cirebon Regency.

This study aims to determine the effect of service quality on outpatient satisfaction at the Arjawinangun Cirebon Regional General Hospital.

This study uses a type of quantitative research. Data collection techniques using a questionnaire with a Likert scale to obtain data on the effect of service quality (X) and Outpatient satisfaction (Y). This research is a sample study, which collects data on outpatients totaling 94499 patients who use the facilities of Arjawinangun Hospital. By using the slovin formula, the number of research sample subjects was 100 respondents.

The results of this study indicate that the service quality variable has a positive and significant effect on outpatient satisfaction at Arjawinangun Cirebon Hospital. This is evidenced by the regression coefficient value of 6.927.

In addition, based on the results of the t test, the calculated t value is 6.927 with a significance value (Sig.) of 0.000. Because the calculated t value is greater than the t table ($6.927 > 2.064$) and the significance value is smaller than $\alpha = 0.05$ ($0.000 < 0.05$), H_0 is rejected and H_1 is accepted. Thus, variable X (service quality) has a significant effect on variable Y (customer satisfaction).

Keywords: Service Quality, Patient Satisfaction