

**PENGARUH KUALITAS PELAYANAN KESEHATAN TERHADAP
KEPUASAN PASIEN RAWAT JALAN PADA UNIT *MEDICAL CHECK UP*
(MCU) RUMAH SAKIT UMUM KERTHA USADA
DI SINGARAJA**

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh secara parsial dan simultan kualitas pelayanan meliputi *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy* terhadap Kepuasan Pasien rawat jalan *Medical Check Up* (MCU) di RSUD Kertha Usada. Subjek pada penelitian ini adalah pasien rawat jalan yang pernah melakukan *Medical Check Up* (MCU) di RSUD Kertha Usada. Sedangkan objek dari penelitian ini adalah Kualitas Pelayanan dan Kepuasan Pasien. Rancangan pada penelitian ini adalah penelitian kuantitatif kausal. Teknik pengumpulan data dalam penelitian ini yaitu menggunakan kuesioner, selanjutnya data dianalisis dengan menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) secara simultan Kualitas Pelayanan meliputi *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy* berpengaruh positif dan signifikan terhadap Kepuasan Pasien rawat jalan *Medical Check Up* (MCU) di RSUD Kertha Usada. Dan (2) secara parsial Kualitas Pelayanan meliputi *Responsiveness*, *Assurance*, *Empathy* berpengaruh positif dan signifikan terhadap Kepuasan Pasien rawat jalan *Medical Check Up* (MCU) di RSUD Kertha Usada, namun Kualitas Pelayanan meliputi *Tangible*, *Reliability* berpengaruh negatif terhadap Kepuasan Pasien rawat jalan *Medical Check Up* (MCU) di RSUD Kertha Usada.

Kata kunci : kepuasan pasien, kualitas pelayanan

THE INFLUENCE OF HEALTH SERVICE QUALITY ON OUTPATIENT SATISFACTION AT THE MEDICAL CHECK UP UNIT (MCU) OF KERTHA USADA GENERAL HOSPITAL IN SINGARAJA

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ABSTRACT

This study aims to examine the partial and simultaneous effect of service quality including Tangible, Reliability, Responsiveness, Assurance, and Empathy on Medical Check Up (MCU) Outpatient Patient Satisfaction in Kertha Usada General Hospital. The subjects in this study were outpatients who had undergone a Medical Check Up (MCU) at RSU Kertha Usada. Meanwhile, the object of this research is Service Quality and Patient Satisfaction. The design of this research is causal quantitative research. The data collection technique in this research is using a questionnaire, then the data is analyzed using multiple linear regression analysis. The results of the research show that (1) simultaneously Service Quality including Tangible, Reliability, Responsiveness, Assurance, and Empathy has a positive and significant effect on Medical Check Up Outpatient Patient Satisfaction (MCU) at Kertha Usada General Hospital. And (2) Partially, Service Quality including Responsiveness, Assurance, Empathy has a positive and significant effect on the Satisfaction of Medical Check Up (MCU) Outpatient Patients at RSU Kertha Usada. However, Service Quality including Tangible, Reliability has a negative effect on the Satisfaction of Medical Check Up (MCU) Outpatient Patients at RSU Kertha Usada.

Keywords : patient satisfaction, service quality