

THE INFLUENCE OF SERVICE QUALITY ON INPATIENT SATISFACTION AT BHAKTI DHARMA HUSADA HOSPITAL IN 2024

ABSTRACT

This assessment was carried out at the Bhakti Dharma Husada Surabaya Regional General Hospital which is located at Jl. Raya Kendung 115-117, Surabaya. This assessment is to determine the effect of service quality on inpatient satisfaction at Bhakti Dharma Husada Hospital, Surabaya. With the hope that patients will trust and be happy to use the service and be satisfied in enjoying the service at RSUD Bhakti Dharma Husada Surabaya. To be able to provide patient satisfaction, hospitals must be able to provide clear physical evidence, provide full empathy to patients. Then provide a quick and precise response, also provide reliability with trusted service, as well as guarantees that can assure patient trust. In this research, the problem formulated is how much influence service qualities have on the satisfaction of inpatients at Bhakti Dharma Husada Hospital, Surabaya. This research uses seven independent variables of service quality, namely product, price, place, promotion, people, process, physical evidence. The dependent variable is inpatient satisfaction. Sampling was carried out using the Siovin formula with an error rate of 5% so that the sample taken was 50 people using a non-probability sampling method where the sampling technique used in the research was purposive sampling. The hypothesis is that the product, price, place, promotion, people, process, physical evidence variables have a partial effect on inpatient satisfaction, and it is suspected that the product, price, place, promotion, people, process, physical evidence variables have a stimulus effect on patient satisfaction inpatient.

Keywords: Service Quality (Product, Price, Place, Promotion, People, Process, Physical Evidence) and Patient Satisfaction

**PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN
PASIEN RAWAT INAP DI RUMAH SAKIT BHAKTI DHARMA HUSADA
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ABSTRAK

Penilaian ini dilakukan di Rumah Sakit Umum Daerah Bhakti Dharma Husada Surabaya yang beralamat di Jl. Raya Kendung 115-117, Surabaya. Penilaian ini adalah untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pasien rawat inap di RSUD Bhakti Dharma Husada Surabaya. Dengan harapan agar pasien percaya dan senang untuk menggunakan layanan dan puas dalam menikmati pelayanan di RSUD Bhakti Dharma Husada Surabaya. Untuk dapat memberikan kepuasan pasien Rumah Sakit harus dapat memberikan bukti fisik yang jelas, memberikan empati yang penuh kepada pasien. Kemudian memberikan setanggapan yang secara cepat dan tepat, juga memberikan kehandalan dengan pelayanan yang tepercaya, serta jaminan yang dapat meyakinkan kepercayaan pasien. Dalam penelitian ini dirumuskan masalah adalah seberapa besar pengaruh kualitas-kualitas pelayanan terhadap kepuasan pasien rawat inap di RSUD Bhakti Dharma Husada Surabaya. Penelitian ini menggunakan tujuh variabel bebas dari kualitas pelayanan yaitu produk, price, place, promotion, people, process, physical evidence. Variabel terikatnya yaitu kepuasan pasien rawat inap. Pengambilan sampel dilakukan dengan menggunakan rumus siovin dengan tingkat kesalahan 5% sehingga sampel yang diambil adalah 50 orang dengan menggunakan metode non probability sampling dimana teknik sampling yang digunakan penelitian adalah purposive sampling. Hipotesis di duga variabel produk, price, place, promotion, people, process, physical evidance berpengaruh secara parsial terhadap kepuasan pasien rawat inap, dan diduga variabel produk, price, place, promotion, people, process, physical evidance berpengaruh secara stimulus terhadap kepuasan pasien rawat inap.

Kata Kunci : Kualitas Pelayanan (Produk, Price, Place, Promotion, People, Process, Physical Evidance) dan Kepuasan Pasien