

ABSTRAK

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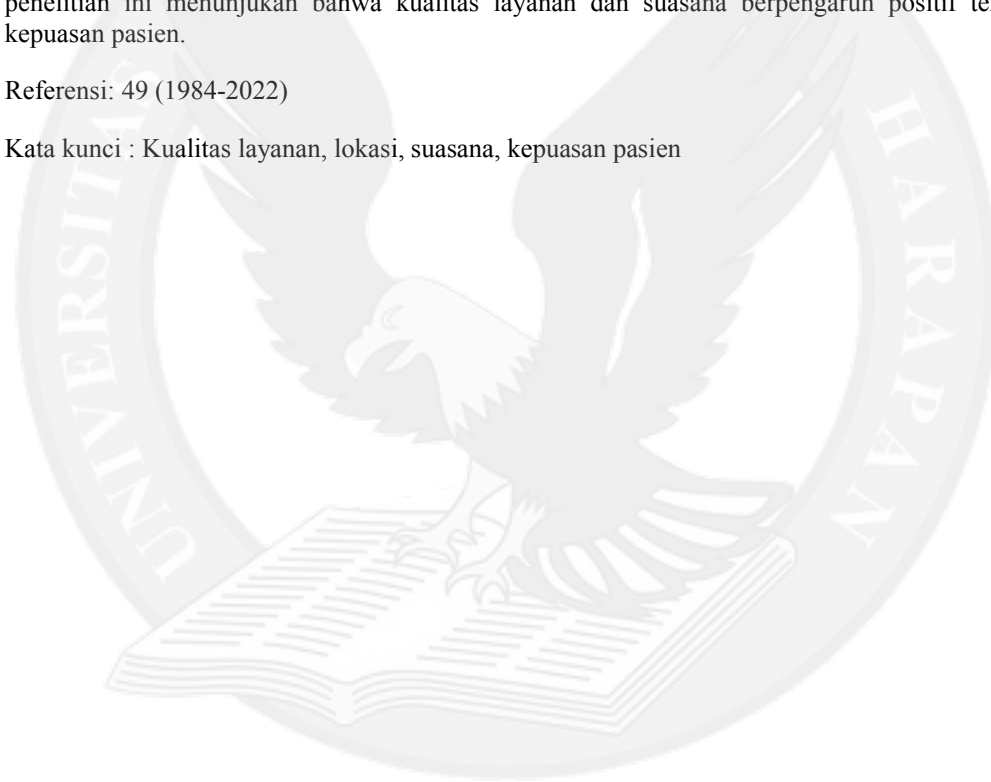
PENGARUH POSITIF KUALITAS LAYANAN, LOKASI, DAN SUASANA TERHADAP KEPUASAN PASIEN DI RUMAH SAKIT SITI KHODIJAH PEKALONGAN

(xvi + 80 halaman; 2 gambar; 24 tabel; 92 lampiran)

Penelitian ini bertujuan untuk (1) menentukan apakah kualitas layanan berpengaruh positif terhadap kepuasan pasien di Rumah Sakit Siti Khodijah Pekalongan. (2) Menentukan apakah lokasi berpengaruh positif terhadap kepuasan pasien di Rumah Sakit Siti Khodijah Pekalongan. (3) Mengetahui apakah suasana berpengaruh positif terhadap kepuasan pasien di Rumah Sakit Siti Khodijah Pekalongan. Penelitian ini berlokasi di Rumah Sakit Siti Khodijah Pekalongan dengan total 400 responden yang mengisi kuesioner. Teknik pengumpulan data menggunakan kuesioner yang disebarakan melalui *google form* dan diolah menggunakan aplikasi *Smart PLS*. Hasil dari penelitian ini menunjukkan bahwa kualitas layanan dan suasana berpengaruh positif terhadap kepuasan pasien.

Referensi: 49 (1984-2022)

Kata kunci : Kualitas layanan, lokasi, suasana, kepuasan pasien



ABSTRACT

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THE POSITIVE IMPACT OF SERVICE QUALITY, LOCATION, AND SITUATION ON PATIENTS' SATISFACTION IN SITI KHODIJAH HOSPITAL PEKALONGAN

(xvi +80 pages; 2 pictures; 24 tables; 92 appendices)

Identifying patient satisfaction is a significant aspect for institutions in the service sector, especially hospitals. Satisfied consumers use the service repeatedly and tell or persuade people to use it. Therefore, the aims of this study were (1) to determine whether service quality has a positive effect on patient satisfaction at Siti Khodijah Pekalongan Hospital. (2) Determine whether location has a positive effect on patient satisfaction at Siti Khodijah Pekalongan Hospital. (3) Knowing whether the atmosphere has a positive effect on patient satisfaction at Siti Khodijah Pekalongan Hospital. This study was located at Siti Khodijah Hospital Pekalongan with a total of 400 respondents who filled out the questionnaire. The data collection technique used a questionnaire which was distributed via google form and processed using the Smart PLS application. The results of this study indicate that service quality and atmosphere have a positive effect on patient satisfaction.

Reference : 49 (1984-2022)

Keywords: Service quality, location, atmosphere, patient satisfaction.

