

ABSTRAK

Prizka Brigitasari Zulkarnain (1616220070)

HUBUNGAN *RESPONSE TIME*, *SERVICE QUALITY*, *PRICE FAIRNESS*, *DAN FACILITIES* TERHADAP *PATIENT SATISFACTION* DI POLI GIGI RSUP SITANALA TANGERANG

(xi + 89 halaman; 2 gambar; 24 tabel; 6 lampiran)

Penelitian ini bertujuan menguji dan menganalisis hubungan *response time*, *service quality*, *price fairness* dan *facilities* terhadap *patient satisfaction* di poli gigi RSUP Sitanala Tangerang. Teknik pengambilan sampel dengan *convenience sampling*, diperoleh sebanyak 229 sampel pasien poli gigi rawat jalan RSUP Sitanala Tangerang. Data dikumpulkan melalui kuesioner berformat *google form* dan dianalisis menggunakan metode PLS-SEM, pendekatan *embedded two-stage approach*. Hasil penelitian menunjukkan bahwa *response time*, *service quality*, *price fairness* dan fasilitas berpengaruh positif dan signifikan terhadap kepuasan pasien di poli gigi RSUP Sitanala Tangerang. Mengkaji hubungan antara *response time*, *service quality*, *price fairness*, dan *facilities* terhadap *patient satisfaction* di poli gigi RSUP Sitanala Tangerang, yang belum banyak diteliti sebelumnya dalam konteks poli gigi secara spesifik. Hasil penelitian ini dapat digunakan sebagai bahan evaluasi untuk meningkatkan pelayanan, seperti manajemen Rumah Sakit harus meninjau kembali strategi penetapan harga, meningkatkan investasi dalam infrastruktur, fasilitas yang nyaman serta bersih, memastikan *response time* yang cepat dan efisien, dan meningkatkan *service quality* melalui pelatihan berkelanjutan untuk memenuhi harapan pasien. Untuk penelitian selanjutnya perlu melibatkan lebih banyak klinik dari berbagai wilayah, mempertimbangkan variabel tambahan yang mempengaruhi kepuasan pasien.

Referensi : 131 (2016 - 2024)

Kata Kunci : *Response Time, Service Quality, Price fairness, Facilities, Patient Satisfaction*

ABSTRACT

Prizka Brigitasari Zulkarnain (1616220070)

THE RELATIONSHIP BETWEEN RESPONSE TIME, SERVICE QUALITY, PRICE FAIRNESS, AND FACILITIES ON PATIENT SATISFACTION IN THE DENTAL CLINIC OF RSUP SITANALA TANGERANG

(xi + 89 pages; 2 picture; 24 table; 6 attachment)

This study aims to examine and analyze the relationship between response time, service quality, price fairness, and facilities on patient satisfaction at the dental polyclinic of RSUP Sitanala Tangerang. The convenience sampling technique was used to get 229 samples of outpatient dental polyclinic patients at RSUP Sitanala Tangerang were sampled. Data were collected through a Google Form questionnaire and analyzed using the PLS-SEM method with the embedded two-stage approach. The results of the study show that response time, service quality, price fairness, and facilities have a positive and significant effect on patient satisfaction at the dental polyclinic of RSUP Sitanala Tangerang. This study examines the relationship between response time, service quality, price fairness, and facilities on patient satisfaction in the dental clinic of RSUP Sitanala Tangerang, which has not been widely studied before in the specific context of dental clinics. The results of this study can be used as an evaluation to improve hospital services. Hospital management should review their pricing strategies, increase investment in infrastructure, ensure comfortable and clean facilities, ensure fast and efficient response times, and enhance service quality through continuous training to meet patient expectations. Future research should involve more clinics from various regions and consider additional variables that affect patient satisfaction.

Reference : 131 (2016 - 2024)

Key Words : Response Time, Service Quality, Price fairness, Facilities, Patient Satisfaction