

ABSTRACT

AN ANALYSIS OF THE PATIENT COMMENTS ON THE HOSPITAL QUALITY SERVICE

A Case Study At Marga Husada Hospital, Wonogiri

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2006

This research aimed to know (1) the patient profile, staying at Marga Husada hospital, (2) the highest priority of service Attribute given by the patient to stay on Marga Husada hospital, (3) Patient comments on the service quality to of Marga Husada hospital.

The technique of data collecting used were observation, documentation, and questionnaire. Research sample amount employed was as many as 100 respondents. The sampling technique used was Purposive Sampling. To analyse the first problem, the research used Percentage Analysis, Importance Priority Analysis for the second problem and Analysis of Multiattribute Model Attitude for the third problem.