

## **ABSTRAK**

### **ANALISIS KEPUASAN PASIEN TERHADAP KUALITAS PELAYANAN DAN FASILITAS RUMAH SAKIT**

#### **Studi Kasus Pada Pasien Rumah Sakit PKU Muhammadiyah Gombong**

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**2007**

Tujuan dari penelitian ini adalah : 1) Untuk mengetahui karakteristik pasien rumah sakit PKU Muhammadiyah Gombong, 2) Untuk mengetahui apakah pasien puas terhadap kualitas pelayanan dan fasilitas rumah sakit PKU Muhammadiyah Gombong.

Teknik pengumpulan data yang digunakan adalah wawancara, observasi dan kuesioner. Sampel penelitian ini berjumlah 50 responden, Teknik pengambilan sampel digunakan teknik *convenience sampling*. Analisis yang digunakan : 1) Analisis Presentase, 2) Analisis Indeks Kepuasan Pelanggan (IKP).

Hasil analisis yang diperoleh : 1) Sebagian besar pasien yang menggunakan jasa rumah sakit PKU Muhammadiyah Gombong berjenis kelamin wanita (56%), dengan usia paling banyak berusia antara 27 – 36 tahun (40%), latar belakang pendidikan terakhir sebagian besar adalah Akademi/PT (36%) dengan status pekerjaan paling banyak adalah Wiraswasta (40%), penghasilan per bulan paling banyak antara Rp 900.001 – 1.250.000 (42%); 2) Pendapat pasien terhadap kualitas pelayanan dan fasilitas Rumah Sakit PKU Muhammadiyah Gombong adalah sangat puas 52%, puas 6% dan tidak puas 42%.

## **ABSTRACT**

### **ANALYSIS OF THE PATIENTS SATISFACTION OF THE SERVICE QUALITY AND HOSPITAL FASILITIES**

**A case Study OF PKU Muhammadiyah Gombong**

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The aims of the research were : 1) To gather the information about the patients characteristics of PKU Muhammadiyah Gombong Hospital. 2) To find out whether the patients were satisfied with the service qualities and facilities of PKU Muhammadiyah Gombong Hospital.

The data gathering techniques utilized were interviews, observation, and questionnaires. The research involved 50 respondents as the sample. The technique used for samplings was convinience sampling. Analysis applied to the research were : 1) Percentage Anaysis, 2) IKP (Patients Satisfactory Index) Analysis.

The obtained result were : 1) 56% respondents using PKU Muhammadiyah Gombong Hospital service were women, 40% respondents were 27 up to 36 years old, 36% respondents educational background was Akademy/University, and 42% respondents ran their own private enterprises earning Rp 900.001.00 up to Rp 1.250.000.00 as the average income per month. Based on the respondents parception of PKU Muhammadiyah Gombong Hospitals service qualities and facilities, it could be concluded that 52% respondents were exetremely satisfied, 6% respondents were satisfied, and 42% respondents were Unsatisfied.