

## ABSTRAK

### PENGARUH KEPUASAN KONSUMEN TENTANG KUALITAS PELAYANAN JASA MEDIS TERHADAP TERCIPTANYA *WORD OF MOUTH*

Studi kasus : Pada Pasien Rawat Inap BPK RSUD Kabupaten Magelang

Sonny Hartanto  
Universitas Sanata Dharma  
Yogyakarta  
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Penelitian ini bertujuan untuk mengetahui apakah kepuasan konsumen tentang kualitas pelayanan jasa medis yang meliputi *reliability*, *assurance*, *tangible*, *emphaty*, dan *responsiveness* berpengaruh terhadap terciptanya *word of mouth*.

Jenis penelitian penulis adalah studi kasus yang dilaksanakan di BPK RSUD Kabupaten Magelang. Populasi dalam penelitian ini adalah semua pasien rawat inap di BPK RSUD Kabupaten Magelang. Sampel yang digunakan sebanyak 100 orang pasien rawat inap. Teknik sampling yang dipakai penulis adalah *purposive sampling*. Teknik yang digunakan dalam pengumpulan data adalah kuesioner yang bertujuan untuk mendapatkan data mengenai kepuasan konsumen dan terciptanya *word of mouth*. Teknik dokumentasi dilakukan untuk mengumpulkan data di BPK RSUD Kabupaten Magelang yang berhubungan dengan masalah yang diteliti. Dalam menganalisis data yang telah diperoleh, penulis menggunakan model IKP (Indeks Kepuasan Pelanggan) dan Regresi Linier Berganda. Untuk mengetahui pengaruh secara simultan digunakan uji F, dan untuk mengetahui pengaruh secara parsial digunakan uji t.

Dari hasil penelitian diperoleh bahwa secara simultan maupun parsial kepuasan konsumen tentang kualitas pelayanan jasa medis yang meliputi *reliability*, *assurance*, *tangible*, *emphaty*, dan *responsiveness* berpengaruh terhadap terciptanya *word of mouth*.

## **ABSTRACT**

### **THE INFLUENCE OF CONSUMER SATISFACTION CONCERNING THE MEDICAL SERVICE QUALITY TO THE CREATION OF WORD OF MOUTH**

**A Case Study: On Hospitalized Patient in BPK General Hospital of Magelang  
Regency**

Sonny Hartanto  
Sanata Dharma University  
Yogyakarta  
2008

This research aimed at finding out whether the consumer satisfaction concerning the medical service quality, which covered reliability, assurance, tangible, empathy, and responsiveness, influenced the creation of word of mouth.

The type of the research was a case study which was conducted in BPK General Hospital of Magelang Regency. The population of this research were all hospitalized patients in BPK General Hospital of Magelang Regency. The number of the sample are 100 hospitalized patients. The sampling technique used in this research was the purposive sampling. The technique used in data collecting was questionnaire, which aimed at getting the data concerning the consumer satisfaction and the creation of word of mouth. The documentation technique was conducted to collect the data in BPK General Hospital of Magelang Regency related to the problem being researched. In analysing the obtained data, the research used IKP model (Customer Satisfaction Index) and Multiple Linear Regression. To identify the simultaneous influence, the research used F Experiment, and to identify the partial influence, the research used t Experiment.

From the research, concluded that the consumer satisfaction concerning the medical service quality which covered reliability, assurance, tangible, empathy, and responsiveness, had influences on the creation of word of mouth both partially and simultaneously.