

**ABSTRAK****PENGARUH KUALITAS PELAYANAN DAN FASILITAS TERHADAP  
KEPUASAN PASIEN**

Studi pada Pasien Rawat Jalan RSUD Salatiga

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2019**

Penelitian ini bertujuan untuk mengetahui (1) pengaruh positif secara parsial kualitas pelayanan terhadap kepuasan pasien, (2) pengaruh positif secara parsial fasilitas terhadap kepuasan pasien, (3) pengaruh secara bersama-sama kualitas pelayanan dan fasilitas terhadap kepuasan pasien. Populasi dalam penelitian ini adalah pasien rawat jalan RSUD Salatiga. Responden dalam penelitian ini sebanyak 100 orang dan pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data menggunakan aplikasi SPSS *Statistics* 19 dan *Microsoft Excel* 2013. Hasil penelitian ini menunjukkan bahwa (1) kualitas pelayanan secara parsial berpengaruh positif terhadap kepuasan pasien (2) fasilitas secara parsial berpengaruh positif terhadap kepuasan pasien (3) kualitas pelayanan dan fasilitas secara bersama-sama berpengaruh terhadap kepuasan pasien.

Kata Kunci : Kualitas Pelayanan, Fasilitas, dan Kepuasan Pasien.

**ABSTRACT**

**THE INFLUENCE OF SERVICE QUALITY AND FACILITIES  
TOWARDS PATIENT SATISFACTION**

A study on RSUD Salatiga Outpatients

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*This research aims to know (1) the positive and partial influence of service quality towards patient satisfaction, (2) the positive and partial influence of facilities towards patient satisfaction, (3) the influence of service quality and facilities simultaneously towards patient satisfaction. The population in this research are RSUD Salatiga outpatients. The respondents in this study were as many as 100 people and the technique of obtaining sample is purposive sampling technique. The data analysis technique used in the research are SPSS Statistics 19 applications and Microsoft Excel 2013. The results of this study show that (1) service quality had positive and partial influence towards patient satisfaction, (2) facilities had positive and partial influence towards patient satisfaction, (3) service quality and facilities simultaneously influence towards patient satisfaction.*

*Keywords: Service Quality, Facilities, and Patient Satisfaction.*