

**ANALISIS PENGARUH PERSEPSI PASIEN ATAS KINERJA KUALITAS
PELAYANAN TERHADAP KEPUASAN PASIEN PADA RUMAH SAKIT UMUM
DAERAH PRAMBANAN**

**ANALYSIS OF THE INFLUENCE PATIENT'S PERCEPTION OF THE
PERFORMANCE QUALITY OF SERVICE TO THE SATISFACTION OF PATIENTS
ON PRAMBANAN HOSPITAL**

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ABSTRACT

Background: The importance of hospital functions currently is not longer merely serves as a social institution but it is a business institution to be reckoned existence . The development of the hospital is currently experiencing a huge transformation, because the hospital is not longer functioning as a social institution but it is a business institution. The hospital services are diverse which makes the competition among hospitals due to increasing number of competitor institutions of health care services. The image and profitability of the hospital was a patient who using health care services is one indicator of patient satisfaction.

Objective: To analyze the effect on patient perception of service quality to the satisfaction of patients and Tests if the reliability (reliability), responsiveness (responsiveness), assurance (assurance), attention (empathy), Physical (Tangibles) affects customer satisfaction at the Prambanan Hospital.

Methods: This study used a methodology approach the study using a quantitative approach sampling technique used is not random or nonrandom side / nonprobability sampling, Convenience sampling and purposive sampling.

Results and Discussion: The respondents in this research are 33 respondents with 13 respondents are male and 20 female respondents. And the majority reponden between 40-50

years old, and majority the patients had income range 2.000.001-3.000.000 Rupiah, and the average patient has been more than 3 times visited in the Prambanan hospitals. The analysis of the data is supporting the hypothesis of the influence of perception on the performance quality of service to the satisfaction of the patients on Prambanan hospital.⁵

Conclusions: The result of analyze and discussion can be deduced in this study, from the regression analysis results support the hypothesis that there is a perception of influence over the performance quality of service to patient satisfaction at Prambanan Hospital. Partially, of 5 independent variables there is one variable that is empathy. The empathy meaning that has been given by the employee of Prambanan Hospital has been very good and influencing of the increase in patient satisfaction.

Keywords: *The Perception Influence, The Quality of Sevice Performance, The Patient Satisfaction*