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Analisis Kepuasan Pasien Rawat Jalan dengan Indeks Potential Gain Customer Value

Analisis Kualitas Pelayanan Menurut Brady and Cronin di Poli Anak

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Analisis Kebutuhan Obat Pneumonia Balita Berdasarkan Metode Mortalitas di Gudang Farmasi Kota (GFK) Surabaya

Brand Image RSUD Plosos Pasca Perubahan Status dari Puskesmas Menjadi Rumah Sakit

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ANALYSIS OF OUTPATIENT SATISFACTION WITH COSTUMER VALUE INDEX OF POTENTIAL GAIN

ANALISIS KEPUASAN PASIEN RAWAT JALAN DENGAN INDEKS POTENTIAL GAIN COSTUMER VALUE

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Abstract

The services provided by hospital must comply with the requirements and expectations in order to create patient satisfaction. This research aimed to analyzed satisfaction on the quality of outpatient services provided by dr. Moh Soewandhie Public Hospital in Surabaya in improving the quality of services provided by the hospital using the potential gain customer value (PGCV). The research was conducted with a cross sectional design and an observational approach. By using questionnaires as an instrument that addressed to 100 patients who utilize outpatient service. The results of calculation using PGCV indicated that there were five priority categories that the quality of service should be improved. In the I-P graph showed that in the first quadrant, the hospitals ought to maintain service quality. In quadrant II, the hospital needed to further improve the quality of services. The conclusion that could be drawn was that there were 5 priorities of services quality at outpatient, that needed to be improved. To that end, the management should give more attention to the patient expectations and patient satisfaction towards hospital outpatient services.

Keyword : Importance-Performance, Graph, Potential, Gain, Costumer, Value, Patient, Expectations, Patient, Satisfaction, ,

Daftar Pustaka :