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ANALYSIS OF SERVICE QUALITY ACCORDING BRADY AND CRONIN CONCEPT IN PEDIATRICS CLINIC

ANALISIS KUALITAS PELAYANAN MENURUT BRADY AND CRONIN DI POLI ANAK

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Abstract

The assessment of health service quality in pediatrics clinic was important to improve the patient satisfaction. Based on the outpatient visit data in Baptis Hospital during 2010-2012, decreased from 10.396 to 7.440. The purpose of the research was to analyze patient satisfaction according Brady and Cronin concept. This study was an analytic study using cross sectional approach. The subject of this research were 84 respondents. subjects were selected by systematic random sampling. The variables of this research were quality of interaction, quality of physical environment and the output quality. Study results using 2x2 matrix position showed that in quadrant II which high assessment and high satisfaction were polite of doctors and nurses, doctors and nurses care regardless of social status, hospitality, attention and responsiveness doctors, comfortable, serenity, temperature, exterior and interior arrangement, compliance queue, treatment experience and compliance with premium and quadrant IV which low assessment and low satisfaction were hospitality, attention and responsiveness nurses, poly location, density queue and waiting time. The conclusion that strategic issue of service quality were hospitality, attention and responsiveness nurses, poly location, density queue and waiting time. Suggestion for improving the services quality, among others service excellence training for nurses, improve discipline doctors and nurses and provide a clearer plan of poly.

Keyword : Brady, and, Cronin, service, quality, customerâ€™s, satisfaction, matrix, position,

Daftar Pustaka :