

PERSEPSI PASIEN RAWAT INAP TERHADAP KINERJA RSUD WANGAYA

by

I Made Suardi Kesuma

Undiknas Graduate School
Jl. Waturenggong No. 164, Denpasar, Bali

suardikesuma@yahoo.com

ABSTRACT

Excellent service is an important element in the quality of service that in hospital. with giving satisfaction to the hospital, as well as in regional public hospital wangaya. a hospital the dutch pride is expected to provide the best service for satisfaction of patient.

With hope complacence patients accepted, the patients expect interaction both to service provider, namely the Doctors, nurses and labour non medis. although so satisfied patients resulting in increased hospital performance.

Respondents research these are hospitalized patients to guarantee access of being treated in Rumah Sakit Umum Daerah Kota Denpasar the dutch 125 patients. with the four variables influence positive significant and positive insignificant are two variables.

Keywords : Service quality, satisfaction and performances.

DAFTAR PUSTAKA

- Anonym. (2005). *Buku Pedoman Usulan Penelitian dan Tesis Magister Manajemen*. Program Pascasarjana Undiknas University 2012, Denpasar.
- Babin, B.J., and Yong-Ki, Lee. (2005). Modeling Consumer Satisfaction and Word- of- Mouth : Restaurant Patronage in Korea, *Journal of Services Marketing*, **19**(67): 133-139.
- Cronin, J.J., and Taylor, A. (1992). Measuring Service Quality :A Reexamination and Extension, *Journal of Marketing*, **56**(7): 55-68.
- Ferdinand, A.T. (2002). *Structural Equation Modelling Dalam Penelitian Manajemen. Aplikasi Model- model Rumit Dalam Penelitian Untuk Tesis Magister & Disertasi Doktor*. Semarang : BP UNDIP.
- Ghozali, I. (2005). *Model Persamaan Struktural, Konsep dan Aplikasi Dengan Program AMOS Ver. 5.0*.Edisi II. Semarang : Badan Penerbit Universitas Diponegoro.
- Irawan, H. (2002). *10 Prinsip Kepuasan Pelanggan*. Jakarta : PT. Elex Media Komputindo.
- Kertajaya. (2000). *Marketing Plus 2000 : Siasat Memenangkan Persaingan Global*. Jakarta : PT. Gramedia Pustaka Utama.
- Kotler., and Armstrong. (2001). *Prinsip- Prinsip Pemasaran*. Jilid I.Edisi Kedelapan. Jakarta : Erlangga.
- Kotler., and Keller. (2007). *Manajemen Pemasaran*. Jilid I. Edisi 12. Jakarta: PT Indeks.
- Lovelock, C., and Jochen, W. (2007). *Service Marketing : People, Technology, Strategy*. Sixth Edition. Singapore : Prentice Hall.
- Qing, H., and Viktor, R.P. (2008). Determinants of Customer – Perceived Service Quality in Fast – Food Restaurants and Their Relationship to Customer Satisfaction and Behavioral Intentions, *The Quality Management Journal*, University of North Texas.
- Sugiyono. (2007). *Metode Penelitian Bisnis*, Cetakan Kesepuluh. Bandung: CV Alfabeta.
- Tjiptono, F. (2007). *Manajemen Jasa*. Yogyakarta: ANDI.
- Zeithaml, V.A., and Bitner, M.J. (2002). *Services Marketing : Integrating Customer Focus Across the Firm*. International Edition. McGraw- Hill, United Stated of America.