

THE INFLUENCE OF SERVICE QUALITY ON INPATIENT SATISFACTION AT
BHAYANGKARA HOSPITAL
PALANGKA RAYA

Ani Purwaningsih^{1*}, Asrid Juniar², M. Riza Firdaus³

¹ A Student of Doctoral Program at Faculty of Economics and Business, Lambung Mangkurat University, Indonesia

² A lecturer at Faculty of Economics and Business, Lambung Mangkurat University, Indonesia

³ A lecturer at Faculty of Economics and Business, Lambung Mangkurat University, Indonesia

*Corresponding author e-mail: ani.ani1233@gmail.com

This study aims to measure the level of influence of service quality on patient satisfaction and measure the level of influence of variables of physical evidence, reliability, responsiveness, assurance and empathy on the satisfaction of patients of Bhayangkara Hospital Palangkaraya. As an associative quantitative research, the research use 60 people as samples using incidental sampling as sampling technique. Data analysis technique used multiple linear regression analysis F test, t test and coefficient of determination. The results of this study show the quality of service consisting of physical evidence, reliability, responsiveness, assurance and empathy simultaneously and partially effect on the satisfaction of inpatients at Bhayangkara Hospital Palangka Raya.

Research is included in the category of associative quantitative research, because this research views that reality/symptoms/phenomena can be classified, relatively fixed, concrete, observable, measurable and show causal symptoms (Sugiyono, 2010). Meanwhile, it is said to be associative because from the level of explanation this research tries to examine the relationship between two or more variables (Sugiyono, 2010).

Keywords : Service Quality, Physical Evidence, Reliability, Responsiveness, Assurance, Empathy, Patient Satisfaction



CERTIFICATE

THIS CERTIFICATE IS PROUDLY AWARDED TO:

Ani Purwaningsih

as a Presenter

- The 1st International Conference on Environmental Science, Development, and Management (ICESDM) 2023
- "The Role of Education and Research for Supporting the Development of A Sustainable Environment towards Green City"

Banjarmasin, 2th November 2023

Organized by Postgraduate Program, Lambung Mangkurat University



PROF. DR. IR. DANANG BIYATMOKO, M.SI
ULM Graduate Director



DR. ISNASYAUQIAH, S.T., M.T
General Chair