

ABSTRACT

The number of hospital is increasing every year along with the growth of various diseases. The medical and healthy technology development make patient be critically so that patient expectation about hospital service quality is being increase. Hospital is expected to have more orientation in patient satisfaction in order to compete with other hospital.

The Hospital has to make effort to increasing service quality toward patient to win the competition. Klaten Islamic Hospital has a commitment to give patient-oriented service, that commitment become main prerequisite in support success business. If the services are perceived equal or better than patient expectation, so patient will be satisfied. Patient satisfaction is a competitive advantage for Islamic Hospital of Klaten to maintain consumer.

Final work research have purpose to identify service variable in Klaten Islamic Hospital, find out patient perception and expectation of Klaten Islamic Hospital, measuring patient satisfaction level of Klaten Islamic Hospital, and establish strategy that can be doing by Klaten Islamic Hospital to increasing service quality in order to reach out optimal patient satisfaction

The variables that influence patient service level of Klaten Islamic Hospital can be viewed below:

| Influence Variable | Procedure | Service Dimension |
|---|--------------|-------------------|
| v12 (waiting timr) | Pre Checkup | Responsiveness |
| v5 (toilet facilty) | | Tangibles |
| v21 (practical time duration) | | Empathy |
| v22 (clearness information) | Checkup | Assurance |
| v25 (medical checkup) | | Responsiveness |
| v20 (doctor kindness) | | Assurance |
| v28 (medicine ordering service) | Post Checkup | Responsiveness |
| v27 (clearness and corectctness medicine name and dosage) | | Assurance |
| v30 (cost) | | Empathy |

The highest ZOT value is 0.7120 had by variable 7 (pray facility availability for moslem) that mean perform of that variable is the best than other variable because closely to patient expected service. The lowest ZOT value is 0.5440 had by variable 12 (waiting time to get turn medical check up) that mean perform of that variable is the worst than other variable because closely to patient adequate service. Perform of that variable must be an attention hospital management in order to be increased.

Patient satisfaction research using Zone Of Tolerance (ZOT) method can be used as instrument to indicate service quality. Perform index of service will become references to take policy for increasing appropriately. Research result will be trigger for management of Klaten Islamic Hospital in order to more understand consumer behavior.

Keywords: Patient Satisfaction, Zone Of Tolerance.