

ABSTRACT

BPJS Kesehatan are health insurance set up by the Government to guarantee the health of the population, especially the elderly because at the ripe old age of a person will be entering a period of unproductive and degenerative disease affected vulnerable, so if were no guarantees it will be a big problem. But on the implementation still get a negative response from various parties of disappointment over BPJS Kesehatan.

Through this study will be performed to do a measurement of patient satisfaction top rating against the sub- variable Tangible, Reliability, Responsiveness, Assurance, Empathy. In addition the study also will evaluate the influence of sub-Tangible variables, Reliability, Responsiveness, Assurance, Empathy towards patients satisfaction.

This research was conducted at the Harum Sisma Medika Hospital Jakarta which is one of the members of the BPJS health, with the aim of knowing the patient's satisfaction with the quality of service rendered Fragrant Sisma Hospital Jakarta Medika and to know which aspects need to be improved to improve the quality of service. The methods used in this research is quantitative methods with types of descriptive research. Data obtained by spreading detailed questionnaire to 312 patients who is patient participants participants outpatient Harum Sisma Medika Hospital Jakarta part of BPJS Kesehatan.

Based on the results of the descriptive analysis of the data precessing, it can be noted that the assessment of the costumer against the sub-variable Tangible, Reliability, Responsiveness, Assurance, Empathy and Customer Satisfaction both are perceived on the variable. While based on the evaluation of the influence of variable against Tangible, Reliability, Responsiveness, Assurance and Empathy is the simultaneous effect on customer satisfaction, and partially sub-variable Empathy is the only variable that influence significantly to patient satisfaction.

Based on the results of the study, then to improve patient satisfaction, Harum Sisma Medika Hospital Jakarta should give priority to increasing Empathy, because they have sub-variable significant influence and greatest, such as by giving a reward to workers to motivate to always maintain and improve its performance to the satisfaction of the patient

Keyword : Service Quality; Customer Satisfaction