

ABSTRACT

Health is the main need of every human being for survival, one of which is the health of the sense of sight, namely the eye. Everyone needs good eye health in order to perform daily activities. The government plays a role and is responsible for ensuring that its citizens are entitled to health services, including eye health services. PMN Cicendo Eye Hospital is a form of eye health service facility in Indonesia. Hospitals are expected to be able to meet the needs of patients in providing services, including patients using BPJS.

This research is entitled "The Effect of Service Quality on Patient Satisfaction of BPJS Users at PMN Cicendo Eye Hospital Bandung During the COVID-19". This study aims to determine the effect of service quality on patient satisfaction using BPJS at PMN Cicendo Eye Hospital during the COVID-19 period.

The method used in this study is a quantitative method with data collection techniques from literature studies and surveys using 385 questionnaires given to patients using BPJS at PMN Cicendo Eye Hospital. The analysis used is multiple regression analysis using the SPSS Version 25.0 application. The research time in this study was cross sectional.

The results of the research that has been done, it is known that there is an influence of service quality on patient satisfaction with a coefficient of determination of 79.4% which clearly shows a strong relationship. The dimensions of tangibility, assurance, and empathy have a partial effect on patient satisfaction, while the dimensions of reliability and responsiveness have no partial relationship to patient satisfaction.

Suggestions that can be given from this study are for the PMN Cicendo Eye Hospital to further improve the quality of service in order to achieve patient satisfaction, especially for patients using BPJS. This research is expected to be useful for the company, society, and further research.

Keyword: *Marketing, Patient satisfaction, Service quality*