

ABSTRACT

The public's awareness of health and self-safety during the COVID-19 pandemic tends to be very high, so adopting medical procedures has become a routine practice at all times. In addition, Indonesians are becoming smarter in choosing medical service providers, especially in choosing the best dental clinic and services that are in line with what they want and need. Looking at the trend of choosing examination and treatment locations, it is necessary to conduct research on the influence of service quality on the satisfaction of BPJS patients at Pindad Hospital.

The purpose of this research is to determine the quality of service and patient satisfaction, as well as to determine the influence of service quality on the satisfaction of BPJS patients at the Outpatient Installation of Pindad Hospital in Bandung. Data collection was done through the distribution of questionnaires to 100 respondents. This research used multiple linear regression analysis, classical hypothesis testing, and hypothesis testing to see interactions between variables. Data analysis was carried out using SPSS version 25.0.

The results of the study show that the quality of service, which consists of sub-variables of physical evidence, reliability, responsiveness, assurance, and empathy, influences the satisfaction of BPJS patients at the Outpatient Installation of Pindad Hospital in Bandung. The assurance sub-variable gives the greatest contribution, while the physical evidence sub-variable gives the smallest contribution to patient satisfaction.

Pindad Hospital Bandung needs to pay more attention to its ability to provide promised services quickly, accurately, and satisfactorily in order to improve patient satisfaction by providing personality training, interpersonal training, and communication training with an emphasis on caring behavior towards nurses in nursing service delivery.

Keywords: Physical Evidence, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction