

THE INFLUENCE OF SERVICE QUALITY TOWARD INPATIENTS SATISFACTION AT REGIONAL PUBLIC HOSPITAL OF BAUBAU TOWN

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ABSTRACT

Service quality is closely related with patients satisfaction means that the service quality which given by hospital directly influence the patience satisfaction. Objective of this research was to find out the influence of service quality toward inpatients satisfaction at Regional Public Hospital of Baubau town. Research methodology was quantitative with mix method approach. Population in this research was patients at inpatients unit of Regional Public Health of Baubau town with 793 patients. Informant retrieval technique of this research used was purposive sampling method with the total of informants were 10 people and 89 sample using stratification random sampling technique. Type of data used in this research was using primary data and secondary data. Data collection techniques used interview guideline and questionnaire. Data analysis technique used in this research was univariate and bivariate analysis. Based on the result of linear regression statistic test showed that significant value $p = 0,002$ (H_0 was rejected) and the result of determination coefficients R square (r^2) = 0,109 which means that the services quality that consist of reliability, assurance, tangible, empathy, and responsiveness simultaneously had positive influence at service quality toward inpatients satisfaction at Regional Public Hospital of Baubau own with the influence was 10.9% and significant was $p < 0,005$. Then, it can be concluded that service quality and patients satisfaction most of the informants said it is good and for the influence of service quality toward patients satisfaction has positive and significant influence.

Keywords: Service quality, patients' satisfaction.