

DESCRIPTION STUDY OF CUSTOMER SATISFACTION LEVEL AT GATOT ARMY CENTER HOSPITAL SOEBROTO (RSPAD GATOT SOEBROTO) CENTRAL JAKARTA): CASE STUDY IN OUTPATIENT POLYCLINIC GATOT SOEBROTO HOSPITAL

Ambarwati¹, Dhewinta Arini², Francisca Yunita Kurniawati³
ambarwati@cbn.net.id¹, franciscayunita11@gmail.com², arini.dhewinta0@gmail.com³

Program Study Master in Psychology Profesi
University Persada Indonesia YAI, Jakarta

ABSTRACT

This study aims to determine the extent of customer satisfaction at the Gatot Soebroto Army Central Hospital (RSPAD Gatot Soebroto) Jakarta. The sampling technique used in this study was accidental sampling. The subjects in this study amounted to 80 people. Research data were collected using a customer satisfaction questionnaire. Data analysis was carried out using performance analysis techniques. The results of the calculation of data analysis show that the average value of customer satisfaction at Gatot Soebroto Hospital Jakarta in terms of the aspect of public services (parking) is 79.49% and is in the good category. The average value of customer satisfaction at Gatot Soebroto Army Hospital in terms of registration is 82.67%, in the very good category. The average value of customer satisfaction at Gatot Soebroto Army Hospital in terms of timeliness is 77.24%, in the very good category. The average value of customer satisfaction at the Gatot Soebroto Army Hospital in terms of the doctor's performance aspect is 79.58%, in the good category. The average value of customer satisfaction at Gatot Soebroto Hospital in terms of the performance aspect of nurses is 80.01%, in the very good category. The average value of customer satisfaction at RSPAD Gatot Soebroto in terms of aspects of maintenance support facilities is 86.67%, in the very good category. The average value of customer satisfaction at RSPAD Gatot Soebroto in terms of supporting facilities is 81.82%, in the very good category, and the average value of customer satisfaction at RSPAD Gatot Soebroto in terms of administrative and financial aspects is 80.86%, is in the very good category.

Keywords: Descriptive Study and Customer Satisfaction Level.