Hak cipta dilindungi Undang-Undang
Hak cipta milik IPB, tahun 2009

Abstract

An Analysis of Patient's Satisfaction toward Dental Clinic Drg. Tjang Riyanto and Partners's Service.

Loren Tiorina Anugrah

The background of current research is to study about Dental Clinic service which represents a primary issue to increase the occupancy rate of dental clinic inpatient today. Being one of the dental clinic in Bogor, Drg. Tjang Riyanto and Partners has to provide teeth care to its surrounding community as its principal task. As a general, the operational activities of the dental clinic should be orientated towards patient satisfaction.

The research method is used servqual method for measuring the service based on five dimensions of quality, i.e. tangible, reliability, responsiveness, assurance, and emphaty. The data were collected from 98 respondents which are patients of Dental Clinic Drg. Tjang Riyanto and Partners . The study method was descriptive analysis cross-tab and chi-square, customer satisfaction index analysis,importance-performance analysis.

Demography data show that 54% of the respondents are female and rest are male. Their age groups are 17-25 years (8%), 26-35 years (20%), 36-45 years (34%), and older than 45 years (38%). The customer satisfaction level is 69.98%, and the study found that tangibles is the dimension that influence the customer satisfaction the most.

1.Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
a.Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah.
b.Pengutipan tidak merugikan kepentingan yang wajar IPB.
2.Dilarang mengumumkan dan memperbanyak sebagian atau seluruhnya karya tulis ini dalam bentuk apapun tanpa izin IPB.