

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY AND CORPORATE IMAGE TOWARDS THE PATIENT SATISFACTION OF MARDI WALUYO METRO HOSPITAL

By

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In the globalization era, the competition of industrial world of goods and services are very tight. Company of goods or services, including Mardi Waluyo Metro Hospital is required to be creative and innovative. One of the greatest challenges of the hospital is to increase the satisfaction of the patients, therefore the service quality and hospital image are expected to increase the satisfaction of the patients in order to achieve the goal of the company and sustain its competitive power.

The case explored in this research was whether the variable of service quality and corporate image encouraged the positive influence both partially and simultaneously towards the variable of patients' satisfaction.

The aim of this research was to identify both partial and simultaneously influence between the variable of service quality and corporate image variable to the patients satisfaction of Mardi Waluyo Metro Hospital.

The method used in this research was descriptive survey. The data collection process was implemented by surveying 100 respondents who were the inpatients and outpatients of Mardi Waluyo Metro Hospital with random sampling through fulfilling questionnaire. The data was finally analyzed by multiple linear regression analysis method.

The result of this research showed that the simultaneously influences of services quality and corporate image towards the satisfaction of the patients was as much as 72 % and the partial influenced positively towards the variable of patients' satisfaction, the highest influence was identified as the variable of service quality.

The research was expected to be able to increase the service quality of assurance dimension of Mardi Waluyo Metro Hospital, specifically in term of communication between the hospital and the family of the patients and the tangible dimension of the procurement of toilet facility. It was also expected that the employers of Mardi Waluyo Metro Hospital could be facilitated by training and development program in order to improve their quality of medical, paramedical and non medical skills.

Key Words: Service Quality, Corporate Image, Patients' Satisfaction.