

ABSTRACT

ANALYSIS OF QUALITY OF SERVICE AND EFFECT ON PATIENT DECISIONS BPJS ASKES CHOOSE HEALTH SERVICES IN HOSPITAL Dr. H ABDUL MOELOEK LAMPUNG PROVINCE

By

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Health is an investment in human resources. A healthy society will increase the productivity of the community which in turn, will improve the competitiveness of Indonesia in the international arena.

Data were obtained an average number of patients seeking treatment BPJS Askes Hospital Dr. H Abdul Moeloek decline of as much as 91 187 patients in 2012, and in 2013 amounted to 86 049 resulting in a decrease 5.63%.

This study aims to analyze quality of service to Patient Decision selecting BPJS Askes health services at the Hospital Dr. H Abdul Moeloek Lampung.

Methods of data collection to test the hypothesis using a questionnaire addressed to 100 respondents. The results based on the test results in partial regression analysis showed that the effect of each independent variable with the dependent variable that can be determined by the number kesignifikanannya level (p-value / sig.) That sequentially as follows: responsiveness 0,000, 0,019 preference, tangible 0,037 , 0,020 assurance, empathy and reliability 0.159 0.045. At the 95% confidence level% can be stated that the partial or individually, the variable responsiveness, preference, tangible, assurance, empathy positive effect on patient Keputusan BPJS Askes choose kesehatan services at the Hospital Dr. H Abdul Moeloek Lampung province, while the variable reliability is not a positive effect.

Based on testing simultaneously in the regression analysis showed calculated F value of 11.529 with a significance of 0.000 F, because F significance value <significance level ($\alpha = 5\%$) then H_0 is rejected and it can be stated that there is a significant effect (significant) between service quality Patients with Decision BPJS Choosing Health Insurance Health Services Hospital Dr. H Abdul Moeloek Lampung.

Factors of service quality are the most dominant influence on patient decision BPJS Askes choose health care at the Hospital Dr. H Abdul Moeloek preference is a factor which is based on regression analysis showed p / value sig. = 0.019 and beta = 0.112 and based on the analysis of the description of the average value / mode of 5. The highest indicator of respondents answered strongly agree is about the affordable rates of 80 respondents.

Factors that quality of service is less than satisfactory response reliability factor which is based on the calculation of the regression analysis kesignifikanannya level (p-value / sig.) And regression coefficient (Beta) is 0.159 and beta = -0.054, while the descriptive analysis based on the average value / mode 3. Indicators of the quality of service reliability that gets poor response was regarding the accuracy of the service schedule. Variables decision to choose health care services based on the results of descriptive analysis of average value / mode of 5, thus the results of this study confirms that patients BPJS Askes after finding out about the quality of existing

services, will continue to choose health care services at the Hospital Dr. H Abdul Moeloek and promoting the Hospital Dr. H Abdul Moeloek to others.

Suggestions submitted to the Hospital Dr. H Abdul Moeloek Lampung related quality of service is improved parking facilities, scheduling, administrative proceedings more efficient, expedited service waiting time, health workers must know the patient's name.