

ABSTRAK

INPATIENT CONSUMER ATTITUDES ANALYSIS TOWARD SERVICES QUALITY OF MITRA HUSADA HOSPITAL AT PRINGSEWU

By

UMI HASANAH

Mitra Husada Hospital is a health facility that aims to provide health services to the general public in order to increase the optimal degree of public health.

Nevertheless, utilization Mitra Husada Hospital in 2009, seen by the number of bed usage or known as the BOR (Bed Occupancy Ratio) only amounted to 43%. This shows the level of usage of the bed that has not been ideal.

The issue to be analyzed in this study is whether consumer attitudes toward the quality of inpatient Mitra Husada Hospital in Pringsewu services provided is good.

This study aimed to determine consumer attitudes on the quality of inpatient services at Mitra Husada Hospital in Pringsewu

The population in this study is consumers inpatient at Mitra Husada Hospital in 2009. The sampling method in this research was accidental sampling method and calculation is obtained after the sample is 100 respondents.

The analysis method is a attitude model of FishbeinMultiattribute. Based on data analysis that, as many as 66% respondents have positive attitudes. A number of

29% being very positive, and 5% remain neutral. This suggests that consumers generally feel that the quality of services Mitra Husada Hospital has as expected.

Based on field data on this research, the results of the physical evidence (tangible) amounted to 920, empathy amounted to 842, the reliability of 868, responsiveness of 867, and assurance amounted to 852. This means that the quality of services provided Husada Hospital Partners is very good.

Results of Chi Square analysis is by using a cross table (crosstabulation), note that the value of all items $X^2_{count} < X^2_{table}$. This means there is no difference in attitudes based on age, employment, spending per month, and last education.

From research, Mitra Husada Hospital are advised to continue to maintain its service quality, especially the physical evidence (tangible), and improving service quality, especially empathy.

Keywords: Quality of service, attitude