

ABSTRACT

ANALYSIS INDEX PUBLIC SATISFACTION (IKM) IN RSUD. JEND. AHMAD YANI CITY METRO

By:

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Hospital is a unit of work which gives health services to the general public. Progress in various fields, and progress in science and technology and health into a basic needs for human beings. Hospitals are required to become a business organization that focuses on the consumer so as to have the ability to be able to maintain the sustainability of their business. The way is by creating customer satisfaction through an increase in the quality of services. Effort and hospital operational focuses to the wishes, hope and the needs of patients. Many types of service which are used in serving, One of the type of service which are used in this research uses index public satisfaction society (IKM) that is an approach in providing services that focuses on customer satisfaction.

This research is done in RSUD Jend. Ahmad Yani city Metro for the purpose of knowing public satisfaction in Regional General Hospital Jend. Ahmad Yani City Metro. The method used in writing, this is a method of quantitative. Technique data used is data primary and secondary data. Data analysis technique used is a

single table, namely, that the method is done by entering the data of the questionnaire into the framework tables to calculate the frequencies and percentages as a blurb about making the final results of the research.

Based on the analysis of the results showed that index public satisfaction (IKM) in RSUD Ahmad Yani Metro City based on 14 indicators Kepmen PAN Nomor: KEP/25/M.PAN/2004. Namely, indicators procedures in the is excellent, indicator service requirements in the satisfying, indicators clarity services officer in the less satisfying, indicators discipline services officer in the satisfying, indicators responsibility services officer in the dissatisfy; indicators ability services officer in the satisfying, indicators speed service in the dissatisfy; indicators justice and get the service in the less satisfying, indicators propriety and friendliness officers in the less satisfying, indicators reasonableness cost service in the satisfying, indicators certainty cost service in the satisfying, indicators certainty schedule service in the less satisfying, indicators comfort environment in the satisfying, and indicators the security in the satisfactory. Overall of reckoning through analysis of data. The Index Public Satisfaction (IKM) in RSUD Jend. Ahmad Yani city Metro is gratifying and can be said to be qualified.

Keywords: The Index Public Satisfaction