

ABSTRACT

SATISFACTION LEVEL OF SERVICE QUALITY ASSURANCE SOCIETY OF PUBLIC HEALTH IN PUBLIC HEALTH DISTRICT NGAMBUR NGAMBUR DISTRICT OF WEST COAST 2013

by

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Ngambur subdistrict health center Ngambur West Coastal District is a local government agency that has the authority and duty to provide services in the field of health-related things that people need. In this course, communities want maximum service and good, but in reality the West Coast District Health Center Ngambur can not do it completely, is evident from the fact there are still many problems faced by the society at the time dealing with officials at the health centers in Ngambur in terms of service Health Insurance (Assurance), handling the treatment of patients seem very slow, limited drug availability, limited human resources and many patients can not be handled so that the treatment should be referred to the General Hospital.

The purpose of this study was to determine the magnitude of Community Satisfaction on the Quality Care Health Center Health Insurance Ngambur People using survey methods. The analytical tool used is the Product Moment Correlation and t-test to determine the hypothesis is accepted or not. Calculation result obtained product moment correlation coefficient of 0.823 correlation table when consulted by the relationship $r=0.823$ lies between 0.800 to 1.000 means that the correlation between people's satisfaction with service quality of public health insurance/health care in the sub-district health centers Ngambur Ngambur entry into the West Coast District category is very strong. While the influence caused by the quality of personnel/organization health center to service quality based on the calculation JAMKESMAS coefficient of determination is equal to 67%. And the results of the t test based on the calculation in mind that it is greater than table with the equation $t(13.8967) > t_{table}(1.66055)$ It can be concluded H_0 is rejected and H_1 is accepted, it means there is a significant relationship Satisfaction Societies against Jamkesmas Service Quality in Health Center Ngambur.

Keywords: Level of Customer Satisfaction and Quality Service.