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 Districts 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 center as in Ngambur 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 sinusing survey methods. The analytical tool used is the Product Moment Correlation and t-test to determine the hypothesis accepted or not. Calculation results obtained product moment correlation coefficient of 0.823 correlation table when consulted by the relationship ship $r=0.823$ lies between 0.800 to 1.000 means that the correlation between people's satisfaction with service quality of public health insurance/health card 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 base on the calculation JAMKESMAS coefficient of determination is equal to 67%. And there sults of the t test based on the calculation in mind that t is greater than t table with the equation $t(13.8967)>t\text{table}(1.66055)$ It can be concluded Ho is rejected and Ha is accepted, it means there is a significant relation ship Satisfaction Societies against Jamkesmas Service Quality in Health Center Ngambur.

Keywords: Level of Customer Satisfaction and Quality Service.