

## **ABSTRACT**

### **CONSUMER PERCEPTIONS TO SERVICES AND THE IMPLICATION ON PATIENTS SATISFACTION**

**By**

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Today's health problems has become a staple for the community. With rising living standards, it is also increasing public demands for quality health care. The hospital as business in general face the challenges caused by changes in external and internal environment. The increase in medical technology with other components forcing hospital managers must think and try to be socioeconomic in managing the hospital so that hospitals can exist and even grow.

The first Table shows the number of inpatients who served during the years 2009 and 2010 tends to fluctuate. This situation can be anticipated fluctuations in the hospital for these patients does not interfere with the existence of the hospital.

The conditions above, the problem is how the level of compliance with service quality level of patient satisfaction RSAI Anugrah Medika in Bandar Lampung

Based on the discussion it was explained the overall services provided by RSIA Anugrah Medika in Baandar Lampung has been fully or appropriate in giving satisfaction to the patients.

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This is based on the quality of services carried out by been able to meet patients satisfaction and performance. This is based on the interests and the performance table. This means that the hospital has to meet the satisfaction/interest of the patients.

Some things, it suggests the quality of services carried out by RSIA that should be improved and become a top priority quadrant (A) in improving services to their patients are attributes of reliability, especially concerning personnel to meet patients needs, taking care of administrative convenience, speed of officers providing service.

The quality of services carried out by RSIA which must be maintained in providing services to his patients is an attribute assurance and empathy considering these two variables are in quadrant (B) maintain performance.

The quality of services carried out by RSIA are considered excessive in providing services to his patients is an attribute Tangibles considering these variables are in quadrant (C) is redundant, for it would for the RSIA and reduce its activity