

Faktor-faktor yang mempengaruhi pasien minggat di rawat jalan Wing Amerta RSUP Sanglah Denpasar = The factors that affects patient to ran away at outpatient service of Wing Amerta Sanglah Hospital Denpasar / Kadek Sri Mulya Wati

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Abstrak

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Kepuasan pelanggan menjadi aspek yang sangat penting sehingga harus dikelola dengan baik. Rendahnya kepuasan dalam suatu proses layanan rumah sakit dapat berdampak tidak terselesaikannya pembayaran oleh pasien (minggat), yang berimbas pada pasien tidak akan datang kembali atau terjadi kehilangan pelanggan. Beberapa masalah yang masih sering dikeluhkan oleh pasien adalah lamanya waktu tunggu. Waktu tunggu dicari dengan melakukan pengamatan terhadap pasien yang melakukan proses pelayanan di rawat jalan, kemudian diukur kepuasannya, dan ditanyakan pula mengenai niat kunjungan ulangnya. Disimpulkan bahwa waktu tunggu pelayanan rawat jalan rata-rata masih diatas standar yang ditetapkan dan adanya hubungan signifikan antara kepuasan dan niat kunjungan ulang

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ABSTRACT

Customer satisfaction become a very important aspect so that it must be managed by well, because it is as promotion media for hospitals (mouth to mouth).

Dissatisfaction in the process of hospital services have affect on do not completion of the payment by the patient who run away, that it will have impact on patients will not come back or losing customers. Some problems was still frequently complained by the patient is the waiting time is too long. The waiting time was analyzed by observe on the patients who was undergoing outpatient services, and then measured their satisfaction, and also asked about their intentions to re-visit. It can be concluded that the waiting time was still above average standards and there is significant correlation between satisfaction and re-visit intentions