ABSTRACT

To evaluate the performance of hospitals in order to improve service quality, it is necessary to do a study to determine the factors that influence patient expectations in Surabaya General Hospital based on comparisons with previous experience gained. To enter this stage it must process and testing confirmatory above, this study using the SEM method. In this study, the data used are primary data obtained through a direct survey of in patients in Surabaya General Hospital.

The number of patients made 138 patient respondents. The method of analysis used descriptive analysis and structural equation modeling. Based on confirmatory factor analysis (CFA), note that all indicators unidimensionalitas form. The indicators have the smallest influence and needs to be done is to improve CE2 indicator of 0.58; TG11 indicators for 0.60; RL7 for 0.59; RS7 for 0.64 ; AS4 for 0.55; EM3 for 0.62; CS4 for 0.80. Based on the model that has hypothesis, the disconfirmation of expectation correlation well, which means that the services provided by the hospitals to meet patient expectation.

The results of structural equation modeling analysis is the Customer Expectation (CE) directly impact on Perceived Quality (PQ) of 0.261, which means that every increase of Customer Expectation (CE) will increase the Perceived Quality (PQ) of 0.427. Customer Expectation (CE) directly impact on Customer Satisfaction (CS) of 0.639, which means that every increase Customer Expectation (CE) will increase the Customer Satisfaction (CS) of 0.639. Perceived Quality (PQ) effect directly on the Customer Satisfaction (CS) of 0.690, which means that every increase in Perceived Quality (PQ) will be raised Customer Satisfaction (CS) of 0.690.

Keywords : Patient Satisfaction, Structural Equation Modeling (SEM), Service Quality, Disconfirmation of Expectation.