CORRESPONDENCE ANALYSIS TO SEE PATIENT SATISFACTION LEVEL OF SERVICE INSTALLATION OUTPATIENT IN MUHAMMADIYAH LAMONGAN HOSPITAL

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Abstract

Quality of hospital is services that can satisfy a patient seeking treatment in hospital. Two important elements in improving services is level of patient satisfaction as a service user and fulfillment the established service standards. Good quality is not based on viewpoint or perception of the service provider, but based on the customer's point of view or perception. This study aims to determine the characteristics of the patient and the tendency of patients to choose satisfied and dissatisfied in any dimension (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) by the method of correspondence analysis. This study is carried out in Muhammadiyah Lamongan hospital. The results showed that most patients are female dominated with an age range of 21-30 years, work as a self-employed and high school graduate. Respondents tended to choose dissatisfied on the dimensions of reliability, especially for queue procedure which spends too many time.

Keyword : Correspondence Analysis, Dimensions of Service