

**Analisis Tingkat Kepuasan Pasien Rawat Jalan Dengan Metode *Servqual* di Rumah Sakit Baladhika Husada Jember Tahun 2017.** (*Analysis Of The Level Of Satisfaction Outpatients With Servqual Method At Baladhika Husada Jember Hospitals 2017*)

**Rica Wahyuningsih S**  
**Study Program Medical Record**  
**Departement of Health**  
Program Studi Rekam Medik  
Jurusan Kesehatan

***ABSTRACT***

*The level of satisfaction patients is one of parameter the success of organization hospital and health services. Customer satisfaction is the result (outcome) perceived users of the product or service, the same or exceed the desired expectations. This study discusses the Analysis Of The Level Of Satisfaction Outpatients At Hospitals Husada Baladhika Jember 2017 with problems there is a decrease in the number of outpatient visits during the year 2016. This study used a quantitative approach with the distribution of questionnaires to outpatients. This research uses ServQual method to measure the quality of outpatient service in Baladhika Husada Hospital Jember which consists of 5 dimensions tangible, reliability, responsiveness, assurance and empathy. The population in this study is outpatient is 15194 in Baladhika Husada Hospital Jember 2017. Sampling used is probability sampling technique. The results of this research analysis found that respondents have not been satisfied with the quality of health services at RS Baladhika Husada Jember with the highest gap is on tangible dimension is has a large parking area, peaceful, and comfortable. Baladhika Husada Jember Hospital can do repair solutions with relocation parking area in accordance with the needs the average number of patients*

**Keywords :** *Hospital, Outpatient, Patient Satisfaction, Service Quality*