

Minat pemanfaatan kembali unit rawat jalan ditinjau dari kepuasan dan persepsi biaya di Unit Rawat Jalan Rumah Sakit Jantung dan Pembuluh Darah Harapan Kita Tahun 2006 = Re-exploiting enthusiasm of outpatient unit based on satisfaction and cost perception of outpatient unit at coroner and venous hospital of Harapan Kita

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Abstrak

Patient satisfaction is one of indicators to measure efficacy of hospital service and giving feedback for the side of management, because service satisfaction will give positive effect of hospital promotion.

Background of this research is the existence of trend increasing customer complain both indirect and direct (suggestion box) which are collected by marketing department during 2005 until one semester of 2007 and the existence of trend lowering amount of outpatient where their medical costs is given by company based on data which is collected by medical record department during 2005 until 2007 and also lowering amount of new outpatient during 2006 until 2007 at Coroner and Venous Hospital of Harapan Kita (RSJPD).

Purpose of this research is finding re-exploiting enthusiasm of outpatient unit by patient which is evaluated of satisfaction factor at the place of patient acceptance, satisfaction at the place of patient Service, satisfaction at the place of cashier and service cost factor.