ABSTRACT

Growing of emulation between hospitals that is increasingly tight and sharply, hence every hospital claimed to heighten competitiveness by trying gives satisfaction to all the patients. For the purpose must be known factors which influencing level of satisfaction of the patient. And is a real thing necessary for we to know what which patient we require to fulfill their satisfaction to services which we give.

This research aims to analyze the factors that may affect the level of customer satisfaction in RSCM. The population in this research were patien of RSCM Jakarta. Sample were 95 persons and the method used was Accidental sampling. The data was collected by distributing questionnaires to the respondents. The analysis used is multiple linear regression, where Y is customer satisfaction variable, X1 is tangible variable, X2 is reliability variable, X3 is responsiveness variable, X4 is assurance variable, and X5 is empathy variable.

Result of this survey shows that these 5 assessments were accepted. The result is, there is a positive and significant relation between tangible RSCM, reliability of RSCM in handling consumer, responsiveness of RSCM , guarantee given by RSCM, empathy against customer satisfaction. This is proved by test F where the value of significance is 0,000, the coefficient of determination on satisfaction which is shown by Adjusted R Square is 0,684 that means the customer satisfaction is 68,4% affected by variable of tangible, reliability, responsiveness, guarantee and empathy. Whereas, the rest of the 31,6% is affected because of other variables which were not checked thoroughly by researchers.

Keywords: customer satisfaction, tangible, reliability, responsiveness, assurance and empathy.