

ABSTRACT

This study aimed to measure customer satisfaction of RSU Tangerang in 2012 by tested the dimensions of service quality such as Tangible, Reliable , Responsive , Assurance , and Empaty. The Sample in this study amounted to 96 people taken from the hospitalization facility users in RSU Tangerang.

By using Importance Performance Analysis (IPA), the analysis showed that tangible obtained an overall average of 91% which shows a very satisfaction category. The overall reliability variable obtained an average of 87,5% which shows a very satisfaction category. The overall responsive variable obtained an average of 83,1% which shows a very satisfaction category. The overall assurance variable obtained an average of 89,9% which shows a very satisfaction category. The overall empathy variable obtained an average 89% which show a very satisfaction category.