

ABSTRACT

This study investigates the backdrop of the complaints against the quality of core services (medical and non medical) and peripheral health care quality (environmental and facilities). Investigates complaints of these patients showed a negative impression on patients, which did not patient satisfaction with the service provide RSUD Sunan Kalijaga Demak. So it can be formulated in this study that how to give a positive impression on patients and how to improve patient satisfaction. If the patient wishes were not met then the patient is not satisfied, if the patient's wishes are met then the patient was satisfied with the services provided by hospitals. Patients will be impressive if the hospital gave more attention to health care and other health care facilities.

Population in this study is the family of inpatients who were guarding hospitalized for at least 2 days. The sample in this study were 100 respondents. The sampling technique in the study conducted by the utility Sampling techniques. This type of data is primary. Methods of data collection using questionnaires. Analysis technique used is multiple regression.

The results of the analysis using SPSS Version 16 shows that (1) The quality of core services have a positive effect positive impression, from the results of the regression coefficient obtained shows, the core of service quality factors ($b_1 = 0.296$), service quality peripherals ($b_2 = 0.563$) became the biggest factor affecting positive impression. Testing the hypothesis is partially independent of significant variables, because the significance value of all <0.05 . (2) Testing hypotheses simultaneously from significant independent variable, because the significance value of <0.05 . (3) The coefficient of determination indicates that the ability of the variable quality of core services and quality service peripherals positive impression on the hospital by 81.4%

Keywords: Quality Core Services, Quality Services Peripherals, Positive Impression, Patient Satisfaction.