

## ABSTRACT

This research has a purpose to identify the effect of service quality with indicators: tangible, reliability, responsiveness, assurance and empathy toward satisfaction of the overnight-treated patients in third class of Roemani Muhammadiyah Hospital Semarang.

This research applies a technique of Non-Probability Sampling. The numbers of sample are 100 respondents from the overnight-treated patients in third class of Roemani Muhammadiyah Hospital Semarang by an approach which is called accidental sampling. The data collecting is taken by a closed questionnaire method by using likert scale.

According to the result of the study, it is known that there are several effects of service quality toward patients' satisfaction with regression equality as follow:

$Y = 0,180 X_1 + 0,169 X_2 + 0,168 X_3 + 0,164 X_4 + 0,344 X_5$ . According to analysis statistic data, the indicators of this research are valid and its variable is also reliable. In classic assumption test, free regression model of multikolinieritas does not find heteroskedastisitas, and it does not distribute normally. The individual sequence of every most influential variable is empathy variable to coefficient of regression is 0.344; tangible to coefficient of regression is 0.180; reliability to coefficient of regression is 0.169; responsiveness to coefficient of regression is 0.168 and the lowest effect of the variable is assurance to coefficient of regression with 0.165. Therefore, Roemani Muhammadiyah Hospital Semarang needs to preserve certain elements which have been considered good by the customers and to improve some things which are not good enough yet.

Keywords: service quality, tangible, reliability, responsiveness, assurance, empathy, consumer satisfaction.