

ABSTRACT

Quality of service is the driving force capable of creating incentives for all stakeholders involved and responsible for public services. In the quality of public service, the public service providers are expected to be able to give satisfaction to the users of the service including the Regional General Hospital (RGH) in Semarang City. There are five hypotheses to be proven in this study, namely H1: Room Facilities Health Services has a positive effect on Quality of Service; H2: Health Care Administration has a positive effect on Quality of Service; H3: Human Resources Medical Officers have a positive effect on Quality of Service; H4: HR Officer Paramedics have a positive effect on Quality of Service; H5: Quality of Service has a positive impact on Customer Satisfaction.

In this study of samples taken was 225 respondents. The method chosen to analyze the data must conform to the pattern of research and the variables to be studied. In this study of The Structural Equation Modelling (SEM) of the AMOS statistical software package used in model development and testing of hypotheses.

The results of this study indicate that based on testing Hypothesis 1, H1: Room Facilities Health Services has a positive effect on Quality of Service. Testing Hypothesis 2, H2: Health Care Administration has a positive influence on service quality. Testing Hypothesis 3, H3: Human Resources Medical Officers have a positive impact on the Quality of Service. Testing Hypothesis 4, H4: HR Officer Paramedic has a positive influence on service quality. Testing Hypothesis 5, H5: Quality of Service has a positive impact on Customer Satisfaction.

Keywords: Room Facilities, Administrative Services, Medical Officer, Paramedic Officer, Quality Service, Customer Satisfaction