

ABSTRACT

The main objective of this study is to analyze factors that will make customer service oriented training is more effective to improve nursing service quality. In order to answer the question, a model with five hypothesis has proposed in this research.

Model studies indicate the existence of 5 (five) hypothesis. These hypothesis are customer service oriented training positively affecting social competence (hypothesis 1), higher social competence will get higher customer orientation (hypothesis 2), personality traits positively affecting customer orientation (hypothesis 3), higher social competence will get higher nursing service quality (hypothesis 4), higher customer orientation will get higher nursing service quality (hypothesis 5).

The sampling method used is purposive sampling. Sample used in this research are 108 respondents. They are the nurses in RSISA. . The technical analysis of this research has been doing by Structural Equation Model (SEM) from AMOS 16 software.

The result of SEM analysis complete the Goodness-of-Fit Index Criteria namely, Chi-Square 183,504; Probability 0,142; GFI 0,864; AGFI 0,826; TLI 0,984; CFI 0,986; CMIN/ DF 1,119; and RMSEA 0,033. Based on the results of data analysis can be concluded that the model is acceptable.

Result of the hypotesis analyzed tells that all of the 5 hypothesis are accepted.

Keywords : Nursing Service Quality, Social Competence, Customer Orientation, Personality Traits, Customer Service Oriented Training