

ABSTRACT

THE INFLUENCE OF SERVICE WAITING TIME AND SERVICE QUALITY ON PATIENT SATISFACTION OF GENERAL SURGERY SPECIALIST POLYCLINIC AT PRIMA HUSADA SUKOREJO PASURUAN REGENCY

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Service waiting time is required for patients from being registered to being served by a specialist doctor. The standard waiting time for outpatient services is ≤ 60 minutes. Service quality is a dynamic condition closely related to products or services, human resources, and the acceptable environment and expectations. Service quality includes Tangible (Physical Evidence), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Guarantee) and Empathy (Empathy). Service waiting time and service quality are a patient's needs and desires because they are closely related to patient satisfaction. This study design uses cross-sectional. This type of research emphasizes the time of measurement or observation of independent and dependent variable data simultaneously. The study population was all patients who visited the general surgery specialist polyclinic. While the research sample was some patients who visited the general surgery specialist polyclinic. The independent variables in this study include service waiting time and 5 dimensions of service quality. The dependent variable is patient satisfaction. The data analysis used is the Multiple Linear Regression Test. From a total of 87 respondents, the average service waiting time was 55 minutes. The results of the multiple linear regression data analysis at degree $\alpha = 0.05$, obtained the results of the statistical test of the variable waiting time for service with a sig value of 0.233, so the waiting time does not affect patient satisfaction. While the 5 dimensions of service quality variables have a sig value > 0.05 , then all service quality variables affect patient satisfaction. So it is expected that the waiting time for service can be improved and the quality of service can be improved. So that the health services obtained are more effective and efficient.

Keyword : Waiting Time, Quality of Service, Satisfaction.