ABSTRACT

Good image related of the hospital is an asset for most health services, because the image can affect the perception of quality, utilization, value and good impression. Utilization of services begins when customers realize their needs and can find information about medical services that can meet their needs. Good judgment and perception by customers to increase service utilization.

This research is an observational study using cross-sectional approach. Large sample of respondents in this study were obtained from all respondents who visit and treatment at FKG RSGMP UA starting July 17 until July 30, 2013. The purpose of this study was to determine the utilization of hospital services Dental Education Faculty of Dentistry, University of Airlangga based assessment and customer perceptions of the service received and the image (imaged related) from FKG RSGMP UA.

Results of the study showed that respondents are less aware of the need for health services. Dentists and dental students in providing expert care, attitudes and responses to the dentist and there is still a student respondents perceived that a judge or less friendly and less responsive as well as for the waiting time, service time and frequency of visits for one treatment of respondents said it was too long.

The conclusion that can be drawn is the customer rate and the attitude and response berpersepsi dentists and students kuang less responsive and friendly and the wait time is too long. Therefore RSGMP should be able to improve the quality of service that customers are willing to take advantage of Dentistry RSGMP UA.

Keywords: image related of hospital, service utilization