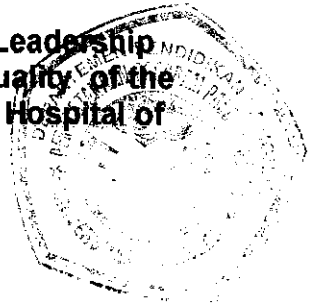


ABSTRACT

Influence of Work Ability, Hospital Ethics, and Hospital Leadership Behavior, also Commitment of Employee upon Service Quality of the Inpatient on The Hospitalization Services at Government Hospital of Type A in South Sulawesi by Measurement of Health Insurance Customers

Ria Mardiana Yusuf



This dissertation studies the influence of work ability, hospital ethics and leadership behavior of the hospital top management on its correlation with commitment of the hospital employees upon service quality of the health insurance customers is measured by means of "Parasuraman" Service Quality (with Servperf paradigm) consisting of seven dimensions.

Sample of this dissertation consist of the respondent deriving from paramedics, hospital frontliners as well as the health insurance customers. One hundred sixty (160) respondents of paramedics and frontliners are classified into the segments of nurses (also take another function as front liners), general practitioners, and the specialist doctors. Meanwhile, the customers at the sum of 160 respondents are classified according to the classes of hospitalization services, consisting of the "Sawit" segment (VIP and VVIP), "Palem" segment (VIP and Class I), and "Lontara" segment (Class II and III), thus altogether the sample are at the total of 320 respondents

This dissertation applies a survey method, namely by taking the samples from the population of paramedics, frontliners and health insurance customers. This research uses the cross sectional design which tries to obtain the explanation on causal relation among variables in a certain period of time. Measurement of variables is based on the respondent's self perception, leadership evaluation, and customer evaluation on the dimension of variables applied in this research, namely, the variables of work performance, hospital ethics, and hospital leadership behavior, commitment of the employees and measurement service quality by the health insurance customers.

This dissertation applies the analytical technique of SEM – Structural Equation Modeling in testing the hypothesis. The application of this analytical technique is intended to analyze how big the causal relation is among the variables simultaneously.

Outputs of this dissertation prove that 6 out of 7 hypothesis of research is significantly and directly positive, whereas 1 hypothesis is proven to be significantly and directly negative.

Key-words: *work ability, hospital ethics, hospital leadership behavior, commitment of the employee, health insurance customers, paramedics, hospital frontliners, service quality, service performance.*