

TINGKAT KEPUASAN PELANGGAN TERHADAP PELAYANAN
KESEHATAN DI UPF SPESIALIS KEDOKTERAN GIGI ANAK FAKULTAS
KEDOKTERAN GIGI UNIVERSITAS AIRLANGGA

(THE LEVEL OF CUSTOMER SATISFACTION FOR HEALTH CARE AT
PEDIATRIC DENTISTRY CLINIC SPECIALIST OF FACULTY DENTISTRY OF
AIRLANGGA UNIVERSITY)

ABSTRACT

Background. Hospital services are public service are important and necessary in meeting the health demands. Improving the quality of service can increase customer satisfaction levels. Customer satisfaction is an important factor that influences both the treatment mode and the relationship with the dentist. Satisfaction is important in improving the survival of routine care, improve patient follow-up in accordance with the recommendations, and reduces the possibility of legal action. **Purpose.** This research to determine the level of customer satisfaction for health care at Pediatric Dentistry Clinic of Faculty Dentistry of Airlangga University in Surabaya. **Method.** This research was conducted by giving a questionnaires to the level of customer satisfaction. Thirty respondents was taken with a total sampling technique on 14 to 19 February, 2013. Analysis by using frequency distributions. **Result.** From the level of customer satisfaction that 30.0% of respondents = satisfied. From a tangibles that 30.0% of respondents = satisfied. From a realibility that 93.3% of respondents = satisfied. From a responsiveness that 50.0% of respondents = satisfied. From an assurance and an empathy that 86.7% of respondents = satisfied. **Conclusion.** The level of customer satisfaction for health care at Pediatric Dentistry Clinic of Faculty Dentistry of Airlangga University in Surabaya that 30.0% of respondent were satisfied.

Key words: Customer Satisfaction, Factors of Satisfaction, Health Care