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TESIS

**UPAYA PENINGKATAN KEPUASAN PELANGGAN DI RUANG BEDAH
RS. WILLIAM BOOTH SURABAYA SEBAGAI SALAH SATU UPAYA
MENINGKATKAN JUMLAH KEGIATAN BEDAH ORTHOPEDI**



EDWIN HIGGI

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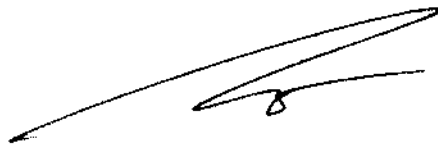
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ABSTRACT

This study is focused on measurement of customer satisfaction level at hospitals, especially at the surgery department of Surabaya William Booth Hospital consists of orthopedic surgeon, surgery nurses and surgery patients.

This study is cross-sectional one based on observational study. The analysis is descriptive and uses customer's window approach. The discussion forum conducted is its method in arranging problem-solving efforts for its problems.

The result of the measurements of orthopedic surgeons satisfaction level on the hospital's policies, reward system, the completeness of surgery equipment and the condition of the surgery equipment show that their dissatisfaction is more intended to hospitals policies (60.0 percent).

The result of the measurements of surgery nurses satisfaction level on the hospital policies, training and human resources development, leadership, reward system, the completeness of surgery equipment, the condition of the surgery equipment and work explanation and schedule show that their dissatisfaction is more intended to the hospital policies (78.9 percent), training and human resources development (73.7 percent), the completeness of orthopedic surgery equipment (89.5 percent) and the condition of orthopedic surgery equipment (73.7 percent).

The result of the measurement of surgery patient's satisfaction level show that their satisfaction on all studied aspects, consists of tangible (61.9 percent), reliability (85.7 percent), assurance (66.7 percent), responsiveness (66.7 percent) and emphatic aspects (85.7 percent).

Recommendation is more intended to increase of customer satisfaction toward the hospital's policies, reward system, training and human resources development, surgery room's chairman, the completeness of surgery equipment, the condition of surgery equipment, work explanation and schedule and patient satisfaction.

Finally, this recommendation can be used as one effort to increase the frequency of orthopedic surgery activities that was in a descending period.

Key Words: Orthopedic surgery, surgery nurses, surgery patients, customer satisfaction.