

ABSTRACT

HALIMAH TUSSADIAH / 1800861201369/ FACULTY OF ECONOMICS / MARKETING MANAGEMENT / THE INFLUENCE OF SERVICE QUALITY ON SATISFACTION OF PUSKESMAS OUTPATIENTS OLAK KEMANG, JAMBI CITY / ADVISOR 1ST. GUPRON., M.KOM., 2ND ANASEPUTRI JAMIRA SE., M.M.

Customer satisfaction with an agency cannot be separated from the type of quality of service provided by the agency itself. Service quality is defined as the coordination of all efforts made by agencies to build various channels of information and persuasion in providing good service to consumers. This research basically aims to see the influence of public service quality on satisfaction at the Olak Kemang Community Health Center, Jambi City. The problem of service quality continued to be researched until finally this research was written to measure the level of satisfaction.

To answer the research objectives, the author uses theoretical studies related to the research variables, namely the quality of public services and satisfaction. Apart from that, the author also looked for relevant previous research in the form of previous journals/articles and theses to support this research. This research used 100 respondents with analysis techniques using simple linear regression and hypothesis testing using the t test.

The type of data used in this research is quantitative descriptive. Regression aims to test the relationship between the influence of one variable on another variable. The variable that is influenced is called the dependent variable, while the variable that influences is called the independent variable.

From the results of data processing, the regression equation $Y = 8.224 + 0.551 + e$ is obtained. Meanwhile, from the hypothesis testing carried out, the results showed that service quality had a positive and significant effect on satisfaction.

The results of the research, data analysis and discussion in this research can be concluded that the Olak Kemang Community Health Center provides good quality service to consumers, and consumers also feel very satisfied with the quality of service provided. Apart from that, there is a positive and significant influence between service quality on consumer satisfaction of 32.50% and the remaining 67.50% is influenced by other variables outside the research model.