Abstract

The aim of this research is to measure the customer satisfaction in UKSW Policlinic by SERVQUAL five dimensions and Customer Satisfaction Index method. This survey can give information and evaluation material to be basis for the management to improve the service to reach customer satisfaction and service quality. There are 5 dimensions SERVQUAL with theirs 20 attributes which is the evaluation target from service quality factor. From customer satisfaction index method obtained figures satisfaction index by 47%, which suggests that patients were less satisfied with the performance of the policlinic UKSW.

References

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Index Terms

Computer Science Information Sciences

Keywords
Healthcare Service Quality servqual Customer Satisfaction Index