THE RELATIONSHIP BETWEEN THE SERVICE QUALITY AND LABORATORY EXAMINATION RATE TOWARD THE SATISFACTION OF OUT PATIENS IN RSUD ANDI MAKKASAU PAREPARE OF SOUTH SULAWESI PROVICE

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ABSTRACT

Service quality as the difference between customer expectations with the reality, measured rate service quality is useful especially useful to improve the quality of service and gain the trust of patients. This research aims to know the relationship between the quality of laboratory services, the laboratory examination rates and the satisfaction of outpatients in RSUD Andi Makkasau Parepare of South Sulawesi province. This type of research is quantitative research with *cross sectional Study* approach. Research performed in the laboratory of the RSUD Andi Makkasau Parepare of South Sulawesi province as much as 60 respondents. Technique of data analysis use *Chi-Square Test* with 5% alpha value. Based on the results of the research there were obtained the influence between the quality of service of outpatient satisfaction with the results of *Chi-Square Test* obtained p value 0.041 which means that $p \leq 0.005$. Based on the research results obtained there was significant influence between the laboratory examination rate against outpatient satisfaction with the results of *Chi-Square Test* obtained p value = 0.014 value which means that the value of $p \geq 0.005$. Thus, the laboratory service quality and examination rate affect the outpatients satisfaction in RSUD Andi Makkasau Parepare of South Sulawesi province.

Keywords : Quality Of Service, Examination Rate, Patient Satisfaction

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