

BAB 5

KESIMPULAN.

1. Kualitas layanan dari tiga layanan jasa memiliki perbedaan.
2. perbedaan signifikan terletak pada faktor penunjang kepuasan pelanggan.
3. Faktor yang paling mempengaruhi kepuasan jasa rumah sakit adalah *empathy* (perhatian dokter dan perawat, perhatian *staff* rumah sakit, sensitifitas *staff* rumah sakit terhadap permintaan pasien).
4. Faktor yang paling mempengaruhi kepuasan jasa pendidikan adalah *tangible* (fasilitas perpustakaan, lingkungan belajar, perlengkapan belajar, kebersihan kampus).
5. Faktor yang paling mempengaruhi kepuasan jasa hotel adalah *empathy* (pemahaman kebutuhan tamu, sikap positif pekerja, perhatian pekerja).
6. Identifikasi terhadap jenis layanan jasa perlu dilakukan sebelum melakukan pengukuran kualitas layanan.
7. Penentuan faktor penunjang kepuasan pelanggan secara tepat akan membuat pengukuran yang dilakukan tepat sasaran.

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