ABSTRACT

FRONTLINER'S ROLE IN IMPROVING PATIENT SATISFACTION OF EYE HOSPITAL CICENDO BANDUNG

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This research aims to determine the role of the Frontliner in improving patient satisfaction Eye Hospital in Bandung Cicendo. So to answer the above problem, the researchers analyzed the role of services, behavioral and personal knowledge Frontliner.

Research type is a qualitative research method used is descriptive. The informants are staff Frontliner Cicendo Eye Hospital in Bandung. Data were collected through interviews, literature study and observation.

Result of this research shown, from the service that the front liners in improving patient satisfaction Eye Hospital in Bandung Cicendo is an excellent service / prima (service of exellence). In this case the staff Frontliner each installation attempt to serve each patient's needs, by giving priority to speed of service (responsiveness) or the responsiveness, accuracy and reliability in providing information (reliability) or the ability to provide services to inpatients. The behavior shown Frontliner in improving patient satisfaction Eye Hospital in Bandung Cicendo behavior or attitude that is friendly and open in meeting patients' needs and always puts his 5 S (smiles, greetings, greetings, polite and well mannered). In providing services, Frontliner must have extensive personal knowledge about eye health so it is easy Frontliner in providing information and answering any questions from patient care.

Conclusion of this research that the form of services performed by the Frontliner in improving patient satisfaction are superior customer service / prima (service excellence), Frontliner behavior in improving patient satisfaction is by showing the attitude 5 S (greetings, smiles, greetings, polite and well mannered) and has adopted a friendly, personal knowledge Frontliner staff capable of providing information to improve patient satisfaction, Frontliner role in improving patient satisfaction of providing excellent service / superior (service of excellence) to all hospitalized patients by providing information needed by patients and respond to every complaint of patients with a friendly and open attitude.

Researcher suggested that conducted a survey on patient satisfaction by continually Frontliner at each installation, Cicendo Eye Hospital in Bandung still maintaining the quality of services provided to patients so that Cicendo Eye Hospital can improve patient satisfaction.