

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN MAHASISWA CO-ASS TERHADAP DESAIN TATA LETAK RUANG RUMAH SAKIT GIGI DAN MULUT FAKULTAS KEDOKTERAN GIGI UNIVERSITAS BAITURRAHMAH PADANG

INTISARI

Latar Belakang : Desain tata letak ruang RSGM yang baik dan nyaman akan mempengaruhi kepuasan pelanggannya, baik pelanggan internal dan pelanggan eksternal. Banyak faktor yang dapat mempengaruhi kepuasan pelanggan atau bersifat multifaktorial. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi kepuasan mahasiswa *Co-Ass* terhadap desain tata letak ruang RSGM Fakultas Kedokteran Gigi Universitas Baiturrahmah, Padang.

Metode Penelitian : Penelitian ini merupakan penelitian survei dengan pendekatan *cross sectional*. Subjek penelitian berjumlah 100 orang mahasiswa *Co-Ass* yang memenuhi kriteria inklusi dan bekerja aktif selama periode September 2014 sampai dengan Maret 2015 yang diambil secara total sampling. Desain tata ruang RSGM Fakultas Kedokteran Gigi Universitas Baiturrahmah, Padang merupakan variabel pengaruh yang diukur melalui *tangible*, *feature*, *reliability*, *aces*, *security*, *understanding customer* dan kepuasan mahasiswa *Co-Ass*. Alat ukur yang digunakan adalah kuesioner dengan skala Likert dan *Semantic Differentials*, yang telah diuji validitas dan reliabilitasnya.

Hasil Penelitian : Hasil analisis regresi berganda menunjukkan bahwa *tangible* ($p = 0.186$), *feature* ($p = 0.603$), *reliability* ($p = 0.251$), dan *security* ($p = 0.535$) tidak berpengaruh terhadap kepuasan mahasiswa *Co-Ass*. Variabel *aces* ($p = 0.000$) dan *understanding customer* ($p = 0.010$) berpengaruh secara signifikan terhadap kepuasan mahasiswa *Co-Ass* sebesar 41,9% ($R^2 = 0.419$). Kontribusi paling besar pada variabel *aces* 83,3% (*partial eta square* = 0.833) dan *understanding customer* 62,8% (*partial eta square* = 0.628).

Kesimpulan : 1) *Aces* dan *understanding customer* berpengaruh terhadap kepuasan mahasiswa *Co-Ass*; 2) Semakin baik *aces* dan *understanding customer* maka semakin tinggi kepuasan mahasiswa *Co-Ass*; 3) *Tangible*, *feature*, *reliability*, *security* tidak berpengaruh terhadap kepuasan mahasiswa *Co-Ass*; 4) Kepuasan mahasiswa *Co-Ass* terhadap desain tata ruang RSGM terbesar dipengaruhi oleh *aces*.

Kata kunci : kepuasan pelanggan, desain tata letak ruang, RSGM.

FACTORS AFFECTING CO-ASSISTANT (CO-ASS) SATISFACTION ON THE DENTAL HOSPITAL LAYOUT DESIGN OF FACULTY OF DENTISTRY BAITURRAHMAH UNIVERSITY PADANG

ABSTRACT

Background : A good and comfortable layout design of a dental hospital will affecting the satisfaction of its customers, both internal customers and external customers. Many factors can influence customer satisfaction. This study aim is to identify factors that affecting Co-Ass satisfaction on the dental hospital layout design of Faculty of Dentistry Baiturrahmah University Padang.

Method : One hundred Co-Ass chosen totally that had worked at every departmental care and had actively worked during the period of September-March 2015 were used as the study sample of a survey with a cross sectional design. Questionnaires with Likert Scale were used to assess independent variables: tangible, feature, reliability, acces, security, understanding customer while Semantic Differentials was used to assess Co-Ass satisfaction as a dependent variable. The questionnaires showed valid and reliable instrument ($\alpha > 0.7$).

Result : The results of a double regression analysis showed that tangible ($p = 0.186$), featured ($p = 0.603$), reliability ($p = 0.251$), and security ($p = 0.535$) did not affecting on Co-Ass satisfaction. Variable acces ($p = 0.000$) and understanding customer ($p = 0.010$) affected significantly to Co-Ass satisfaction by 41,9% ($R^2 = 0.419$). Acces (83.3%) is the most contributing factor on Co-Ass satisfaction, followed by understanding customer (62.8%) with partial eta square is 0.628.

Conclusion : 1) Acces and understanding customer affect on Co-Ass satisfaction; 2) The better an acces and understanding customer is the higher Co-Ass satisfaction; 3) Tangible, featured, reliability, security does not affected Co-Ass satisfaction; 4) Acces variable is the most affecting factor on the Co-Ass satisfaction on the dental hospital layout design.

Keywords : customer satisfaction, layout design, dental hospital.