

ABSTRACTION

Customer satisfaction is the wish of every company, as well as an important factor for the survival of the company, customer satisfaction can also be used as the company's advantages in competition . This can mean that customer satisfaction is the key to engender customer loyalty. Then the problems on this research knowing the level of satisfaction of patients and the most dominant variable against the level of satisfaction with the method of servqual danalisis factors.

Servqual is one method for measuring customer satisfaction rated from the five dimensions that is Tangibles, Reability, Responsivness, Assurance, Emphaty. The fifth dimension can be showed in which causes of dissatisfaction felt. Analisis factor of trying to find relationships between a number of variables are independent of each other so that it can be made one or more batches of fewer variables than the number of variables

After the calculation, then note that all dimensions are not able to meet the expectations of the patients at the clinic Ratnasari Sehat Ciluncat which means Parties the clinic still needs to do a good improvement of facilities and services is also the most variable dominant that affect patient satisfaction is a variable that is in communication quality and thoroughness factor

The results of this research can be considered by the Clinic Ratnasari Sehat Ciluncat to repair and improve the quality of service or facilities in order to meet the expectations of the patient