

## ABSTRACT

### **Yayan Suryanto. QUALITY OF SERVICE IN GENERAL HOSPITAL KUDUNGGGA DISTRICT OF EAST KUTAI.**

Competition in the business community (business) not only in terms of quality and quantity but also in terms of service. Services made in deciding factor in the competition more exciting with the introduction of the new service system of fast-paced appropriate and satisfactory. Noting the increasingly prominent role of the services it is no wonder if a service issue received great attention repeatedly discussed, both by society and the management itself, either exclusively or in connection with the activities of the organization / business.

The reform era apparently did not bring significant changes to the public service. Society as consumer activists complained the government bureaucracy is still a lot of things, such as the strength of allegations of corruption, there are still long-telenya bureaucracy, and also weak motivation to change the Civil Service. Public services are organized by the bureaucracy was still impressed not change, such as transportation are still jostling, electricity is still rotating reactor shutdown, the extortion when making ID cards. Service is the key to success in a variety of businesses or activities of a service. Its role will be larger and are determining which when activities are services in the community in an attempt to win the market competition and subscriptions. Discover the meaning of public services can not be separated from issues of public interest that became the origin of the emergence of the term of service general.

Improving the quality of public services held government agencies are now more prominent, even the demands of society. In developing countries, we can see the quality of public services is a frequent problem arises, because the developing countries in general, demand for services far exceeds the ability of the government to meet so the problems that often criticized the public or the recipients of the services is the perception of the "quality" is inherent on all aspects of service. Therefore, the government must provide the best services to community.

In the era of globalization, the dynamics of the business world is getting harder and tighter, including in the field of health care. The higher the level of education and socio-economic condition of society, the needs and demands of society will look increasingly health increase. Kudungga Hospital East Kutai District is one owned Public Service Local Government engaged in the service sector, especially kesahatan. To be able to meet the needs and demands, no other attempts to do except organize health services as well as possible. Patients faced today is different from the patient in the past. Now the patient is getting educated and tend to be varied to meet the health needs that are met satisfaction and aware of their rights.

Keyword: *Quality, Service, Regional General Hospital Kudungga*