

ABSTRACT

Analia, 2025. Patient Satisfaction Level Towards Menu Variation, Taste, Cleanliness of Serving Utensils, and Service of Waiters and Waitresses at RSUD dr. Sayidiman Magetan

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Background: The success of food service can be seen from patient satisfaction with the hospital server staff service and food quality. Factors influencing patient satisfaction include menu variety, taste, services, and cleanliness of serving utensils. This study aims to analyze patient satisfaction levels based on menu variety, taste, hospital server staff service, and cleanliness of serving utensils at RSUD dr. Sayidiman Magetan.

Research Methods: This study used a mixed-method approach, combining qualitative case studies and descriptive quantitative analysis. Based on Slovin's calculation, 47 samples were obtained from a population of 53 with a 5% margin of error. The research variables were menu variety, taste, hospital server staff service, and cleanliness of serving utensils. Patient satisfaction was analyzed using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA).

Results: Menu variety, taste, hospital server staff service, and cleanliness of serving utensils at RSUD dr. Sayidiman Magetan were rated as good. Patient satisfaction and CSI value reached 97% and 77.08% respectively for menu variety, taste, server staff service, and cleanliness of serving utensils, which indicates patient were satisfied with service quality. However, IPA results showed that 1 out of 16 important attributes did not meet patient expectations. It is the taste of dishes such as *tempe bumbu kuning*, *tahu bumbu rujak*, and *sayur bening bayam*, which need to be improved

Conclusion: Menu variety, taste, cleanliness of serving utensils, and hospital server staff service at dr. Sayidiman Magetan are good, and patients are satisfied with these aspects. However, the taste of certain dishes, such as *tempe bumbu kuning*, *tahu bumbu rujak*, and *sayur bening bayam*, needs improvement to enhance service satisfaction.

Keywords: Satisfaction, menu variations, taste, service and serving equipment